



Giorgos Yfantis

Marketing & Strategy Executive

Summary

Giorgos is Marketing & Strategy Executive, with experience in Entrepreneurship and Business Development as Entrepreneur. Alongside his background in Informatics (BSc degree on Industrial Informatics) and Digital Marketing (Partnership with Google on Marketing Department), Giorgos has definitely the attitude to advice and grow any kind of business. Enthusiastic and creative ideas person who is passionate about managing a project from inception to completion. Ability to motivate, excite and keep team members focused.

[in linkedin.com/in/giorgosyfantis](https://www.linkedin.com/in/giorgosyfantis)

www.giorgosyfantis.gr

Professional Experience

SEPTEMBER 2010 - AUGUST 2015

Hellas Marketing

Founder & Managing Director, Digital Marketing Executive

Hellas Marketing, is an innovative company in Greece, providing Digital Marketing solutions and professional services for SMBs, as trying to consolidate all services which a business needs today.

Hellas Marketing, fill this gap between Businesses and their Growth Rates with Strategic Cooperations.

MAY 2014 - PRESENT

Fashionated Inc.

Founder & CEO

Fashionated (Start-Up Company) is a Sophisticated platform, which aim to change the way people shop clothes by offering unique shopping experiences thanks to Smart Personalization and online Fitting Rooms.

FEBRUARY 2007 - AUGUST 2010

Metagon Solutions

Web Designer, Digital Marketer

Web Design and Development of numerous Web sites, online shops (eShops), Forums, Blogs, as also services related with Internet Marketing and Advertising.

Education

MAY 2010

BSc Degree on Industrial Informatics

Eastern Macedonia and Thrace University of Technology

Title of Diploma: Engineer of Industrial Informatics

Thesis Title: "Development of education system for University of Belgium"

Skills & Areas of Expertise

Entrepreneurship

Digital Marketing

Business Development

Branding

Strategic Thinking

Fund Raising

Startups

Advisory

Achievements & Honors

Founder Institute Participant

The Founder Institute is the world's largest entrepreneur training and startup launch program, helping aspiring founders across the globe build enduring technology companies. In the Founder Institute's four-month, part-time program, promising startup entrepreneurs "learn by doing" and launch a company through structured training courses, practical business-building assignments, and expert feedback from a large network of business mentors.

Google Partner Certification

Google Partners and Certifications, is a system of Google, which guarantee that the Person (or Company) which has passed those series of Tests, are Experts in managing Campaigns for other companies. Today many people are managing AdWords Campaigns (advertising on Google), without having deep knowledge on how the advertising system works better for them, by Decreasing their Costs and Increasing their Quality and Performance.

Google Events & Conferences

From 2007 till today, Giorgos has participated in plenty of Google Events such as:

- Online Webinars (over 1000 hours of attendance)
- International Conferences (with last on May 2015)
- National Events & Google Weeks (over 10 participations)
- Google Reviews and Educational Meetings

Last years Google has invite Giorgos in each upcoming event, with active participation and collaboration on Google. This is the fine place to meet people all over the world and exchange very interesting opinions.

Publications in International Magazines & Press

Giorgos since 2010 has hosted in plenty of regional and international press speaking for his contribution on Marketing Strategy and achievements of his company's clients. Since 2014 and his participation on Founder Institute, had the opportunity to present-pitch his upcoming Startup company (Fashionated) in many Advisors and Investors all over the world, helping him to scale this company's Growth Strategy.

Projects

Business Portfolio

Find out entire Professional Activity:

- giorgosyfantis.gr
- hellasmarketing.com/en/projects