

Demetrios Tzortzis

Denver, CO 80206

Demetrios.Tzortzis@gmail.com - 720.339.3808

PROFESSIONAL SUMMARY

As an entrepreneur, marketer, leader and corporate consultant, innovation and thought leadership have been the forefront of my success and the development and execution of all my strategies. My multi-faceted background ranges from guiding and building start-up companies to consulting and managing Fortune 100 clients and C-level executives. As an innovative strategic thinker and critical problem-solver, I also enjoy getting my hands dirty in execution and implementation. My experience in strategic digital marketing solutions drive growth and converts complex challenges into actionable business recommendations leading to greater ROI & profitability. In leading and collaborating with multi-functional teams with diverse background and regions, I enjoy empowering and mentoring others to realize untapped possibilities that create value, internally, as well as for clients.

PROFESSIONAL EXPERIENCE

Billy Goat Baby Gear – *Functional baby accessories*

Denver, CO 10/2015- Present

Founder/Owner

- ▲ Conceptualized business and developed branding, products & executed go-to-market strategy.
- ▲ Designed products, sourced manufacturing in China using exceptional quality materials and craftsmanship.
- ▲ Launched products on Amazon and sold over \$25k within the first three months.
- ▲ Refined and executed online & offline retail sales channels through product positioning and brand marketing.
- ▲ Built stand-alone eCommerce platform and expanded product lines to incorporate additional SKU's.
- ▲ Lead social media strategy, curate content & manage a group of over 180 moms who are passionate brand ambassadors (BA's). These moms work with us to co-create our products through a methodical data-driven process.
- ▲ Established rewards based sharing program to deepen customer and BA loyalty. This encouraged our BA's to share more consistently and helped increase exposure & authentic content distribution 10x with minimal marketing spend.
- ▲ Created a give-back program to give a pair of socks for every pair of shoes sold to the Gathering Place in Denver, CO

Acxiom – *Big data & technology*

New York, NY 9/2013- 8/2015

Associate Principal Consultant - Digital Strategy

- ▲ Led consulting engagements that required innovative data driven CRM approach to digital strategy, email acquisition, media buying and coordinated multi-channel marketing programs. Clients included (Payless, United, Amex, Skype, L'Oreal, Citi, TIAA)
- ▲ Developed customer-centric strategies for Fortune 100 organizations, focusing on one-to-one dialogues.
- ▲ Specialized in customer acquisition and retention strategies through digital omnichannel integration.
- ▲ Analyzed and created data driven segmentation strategies incorporating behavioral and psychographic data.
- ▲ Project management of high-priority strategy deliverables, including coordinating resources, timelines and project plans.
- ▲ Conducted Marketing Maturity Modeling an industry benchmark assessment, Test Plan Design, Capability Gap Analysis, KPI and Digital Roadmap Development.
- ▲ Recognized as a Distinguished Contributor to the Consulting Organization and Thought Leadership on Acxiom Perspective Blog.
- ▲ Position required ability to think strategically and implement projects and presentations with high attention to detail.

HirePurpose – *Job matching site for veterans*

New York, NY 9/2012- 2/2013

CMO - Digital Marketing Strategist

- ▲ Budgeting, planning, buying, forecasting, and optimization of digital media campaigns.
- ▲ Developed & executed multi-channel B2C and B2B acquisition strategy using SEO, SEM, Social, PPC, e-mail and media.
- ▲ Implemented and customized marketing automation software and developed customer retention processes.
- ▲ On-boarded 22 local and national brands including non-profit organizations to utilize our job site in less than two months.
- ▲ Generated over 650 local veteran leads in less than two months during beta testing with a 72% assessment completion rate.

Fresh Twist Media Agency – *Digital marketing agency & web design*

Denver, CO 4/2010- 12/2012

Founder & Chief Marketing Officer

- ▲ Actively led and cultivated business development and client engagement initiatives, including client management and support.
- ▲ Contributed to the execution of over 150 interactive marketing projects: idea conceptualization, strategy, branding, copywriting, UI and UX, web design and development, e-commerce, product launches, analysis & optimization.
- ▲ Created strategy project work plans, managed day-to-day operational aspects of projects and prepared engagement reviews.
- ▲ Developed quarterly budgets for sales/marketing/engineering efforts and maximized business revenue streams.
- ▲ Prepared and delivered weekly marketing and business development webinars to 100s of business owners.
- ▲ Fostered the growth and development of scalable web design and programming teams that consisted of 12+ members.
- ▲ Implemented use of project management and CRM systems for progress tracking, task and milestone prioritization, timelines, budgeting, issue tracking, client & sales management and team efficiency & communication.

AlignNet – Affiliate network & product launch

Denver, CO 6/2008- 6/2010

Director of Digital Marketing Strategy

- ⤴ Created affiliate network and implemented client transparency feedback-loop methodologies.
- ⤴ Conceptually developed and executed online performance-based lead generation and direct sales go-to-market strategies and marketing campaigns through their full life-cycle.
- ⤴ Established industry relationships with advertisers and media partners producing over \$1.2MM in revenues.
- ⤴ Directly engaged in negotiations, preparation of SOWs and contract executions.
- ⤴ Implemented multi-channel digital marketing strategies leveraging: SEO, SEM, digital PR, social (Facebook, Twitter, LinkedIn, YouTube, etc.), e-mail, media buying, mobile, affiliate, re-targeting and call centers including brand protection initiatives.
- ⤴ Developed and directed internal lead generation campaign revenues from zero to over \$20K per week in two months.
- ⤴ Increased performance of multiple campaigns by 15-50% with optimization and strategic up-sell & back-end marketing tactics.
- ⤴ Led, developed and coached multiple 25 member BPO teams in India and Philippines: offer management, research, design, marketing implementation, and SQL engineering.

Marketing Manager

- ⤴ Managed launch of network marketing company, which produced 4,000 customers in over 40 countries in less than 7 months.
- ⤴ Standardized processes and cut product launch time from 6 mos. to 3 mos., increasing profits and client satisfaction.
- ⤴ Brought in over \$100k in revenues the first quarter of taking over operations, up 40% from previous year.
- ⤴ Expanded product portfolio from 3 working products (health and wellness, beauty, business opportunity, coffee & energy) to over 20 products in 6 months.

Accenture – Business & IT consulting

Reston, VA 4/2006- 5/2008

Business Consultant

Astra Zeneca Pharmaceuticals

- ⤴ Ensured client satisfaction by setting expectations and cultivating relationships as well as delivering reports and presentations.
- ⤴ Implemented strategic planning, budget processes and business flows through project management methodologies to improve workflow and brand launch initiatives.
- ⤴ Set roll-out dates and training initiatives for applications in Forecasting, Business Planning and Pricing; facilitated business process into build with SAP.
- ⤴ Increased end-user value, developed business case priority & feasibility models, and software requirement specifications.

FDCA Census Bureau

- ⤴ Documented business process for software applications portal and address canvassing system to be used by over 500,000 temporary employees.
- ⤴ Facilitated technology build, executed UAT, and test deployment.

EDUCATION

Colorado State University – Ft. Collins, CO
BA- Marketing & International Business
BS- Spanish Language

LANGUAGES

Greek- Advanced
Spanish- Advanced