

Christoforos Sisamos

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Professional Summary

Results-driven sales professional with expertise in digital marketing, client relationship management, and high-value product promotion. Skilled in persuasive communication, lead conversion, and building long-term customer relationships. Strong background in understanding consumer behavior, market trends, and delivering tailored solutions in competitive industries.

Core Skills

Product Sales | Client Prospecting & Lead Generation | Relationship Management & Retention | CRM & Sales Pipeline Management | Negotiation & Closing Strategies | Digital Marketing & Online Advertising | Consumer Behavior Analysis | Presentation & Public Speaking

Professional Experience

User Experience Manager – Engino | Jan 2024 – Sep 2024

- Directed e-commerce, CRM, and marketing operations for customer acquisition and retention.
- Designed and implemented multi-channel campaigns (Google, Meta Ads, email marketing, funnels) targeting international and domestic clients.

Chief Experience Officer – Engino | Sep 2022 – Jan 2023

- Consumer research to optimize product-market fit and sales strategies.
- Represented the company at trade fairs and industry events, delivering persuasive product presentations.

Consumer Psychology Specialist – Engino | Sep 2018 – Jan 2022

- Managed online campaigns and sales initiatives to boost revenue.
- Provided tailored customer support, resolving issues and converting inquiries into sales.

Education

- MSc Digital Marketing, University of West London (2022–2023)
- BSc Psychology, University of Central Lancashire (2018–2022)
- Fine Art, Cyprus Academy of Art (2011–2012)

Languages

- Greek (Native)
- English (Fluent)
- Russian (Beginner)