



Christoforos Sisamos

Sales & Growth Marketing Specialist | Consumer Psychology | Remote-First

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Professional Summary

Growth-focused Marketing Specialist with a strong background in Consumer Psychology and digital product growth. Proven experience designing and scaling acquisition funnels, lifecycle marketing systems, and conversion optimization strategies for international markets. Combines data-driven marketing execution with deep behavioral insight to improve conversion, retention, and product-market fit in remote-first, cross-functional teams.

Core Skills

- **Growth & Marketing:** Funnel Design, Conversion Rate Optimization (CRO), Lifecycle Marketing, Retention Strategy, User Acquisition, Programmatic SEO, Content Strategy, Analytics-Driven Optimization
- **Psychology & Strategy:** Consumer Psychology, Behavioral UX, User Research, Persuasive Messaging, Market Analysis
- **Channels & Tools:** Paid Social (Meta, Google, TikTok), SEO Architecture, CRM & Marketing Automation, GA4, Marketing Pixels, A/B Testing
- **Technical Literacy:** JavaScript (ES6+), Firebase (Firestore/Auth), GitHub, CI/CD, Front-End & Back-End Collaboration
- **Collaboration:** Remote Teamwork, Cross-Functional Leadership, Public Speaking, International Representation

Professional Experience

User Experience Manager | [ENGINO](#) | *Jan 2024 – Sep 2024*

- Led **omnichannel growth** initiatives across global e-commerce markets, designing automated acquisition and retention funnels that **increased international customer acquisition by approximately 35 percent**.
- Represented the company at the International Franchise Expo in NYC, qualifying **10+ high-value international investors** and validating the scalability of the business model.
- Acted as the primary bridge between Marketing and R&D, applying field research and user testing to **improve product-market fit by approximately 22 percent**.
- Implemented analytics infrastructure and marketing pixels across platforms, enabling **more precise campaign optimization** and **improving performance efficiency by roughly 20 percent**.

Consumer Psychology Specialist | [ENGINO](#) | *Sep 2018 – Jan 2023*

- Applied **behavioral psychology principles** to digital sales funnels, increasing conversion rates by approximately 12 percent through **targeted messaging and UX optimization**.
- Designed and managed **paid social campaigns** across Meta, Google and TikTok, optimizing creatives and copy using consumer behavior insights.
- Led **SEO-driven content strategy**, translating complex STEM concepts into accessible language and driving approximately **40 percent growth in organic traffic**.
- Oversaw development of an in-house community platform to **strengthen engagement, retention**, and long-term brand loyalty.

Key Projects

Founder & Product Architect | [BashMaker](#) | *2023 – Present*

- Conceived, designed, and built a full-stack SaaS product independently, owning everything from UX/UI and frontend to backend logic, data structure, and deployment.
- Architected analytics-ready infrastructure to track user behavior, funnels, and experimentation without reliance on third-party abstractions.

- Designed and implemented growth foundations directly into the product, including SEO-driven demand systems, onboarding flows, and retention-focused UX.
- Used BashMaker as a live environment for continuous experimentation across product design, behavioral UX, and growth strategy.

Professional Development

International Training & Leadership | Erasmus+ Programs | 2023 – 2025

- Completed 110+ days of professional development across 7 countries, specializing in media literacy, organizational sustainability, and cross-functional team leadership.
- Participated in workshops, residencies, and collaborative projects to enhance strategic thinking, innovation, and global business perspective.
- Applied insights directly to product architecture, UX strategy, and growth initiatives in subsequent roles.

Education

- **MSc Digital Marketing** | University of West London
- **BSc Psychology** | University of Central Lancashire

Languages

- Greek (Native), English (C2), Russian (A1)