

Christoforos Sisamos

Sales & Digital Strategy Specialist | Consumer Psychology & Product Growth

Limassol · +35725710719 · chris@sisamos.net · sisamos.net · linkedin.com/in/sisamos · bashmaker.com

Executive Summary

Sales and digital strategy professional operating at the intersection of consumer psychology, product, and technology. Proven ability to translate complex technical products into market-ready solutions through behavioral insight, UX-driven decision making, and full-funnel execution. Founder of a SaaS platform, combining hands-on technical delivery with commercial strategy to drive measurable growth.

Professional Experience

User Experience Manager | ENGINO | Jan 2024 – Sep 2024

- Led global e-commerce and omnichannel marketing operations, scaling international customer acquisition through automated funnels.
- Bridged R&D; and Marketing using field research and focus groups to optimize STEM robotics products for market fit.
- Oversaw website, analytics, and marketing infrastructure, ensuring accurate data and system integration.
- Represented the company at international trade fairs, securing distributor and institutional partnerships.

Consumer Psychology Specialist | ENGINO | Sep 2018 – Jan 2023

- Applied behavioral psychology to digital sales initiatives, increasing conversion through targeted communication.
- Produced SEO-driven content translating complex technical products for parents and educators.
- Supported development of a global user platform fostering creator and student engagement.

Founder & Product Development

Founder & Developer | bashmaker.com | 2023 – Present

- Architected and launched a full-stack web platform from UX design to deployment.
- Built technical infrastructure using Firebase (Firestore/Auth) and GitHub-based CI/CD workflows.
- Implemented SEO architecture and front-end optimization to drive organic discovery and performance.

Education

- MSc Digital Marketing | University of West London
- BSc Psychology | University of Central Lancashire
- Languages: Greek (Native), English (C2), Russian (A1)