



Christina Dymioti

Marketing Professional, Fashion Sustainability, Sustainability Communications, Queen's Commonwealth Youth Leader

📍 London, UK

✅ Christina is **Available to work**

[Portfolio link](#)

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Digital Marketing (Advanced)

Marketing (Advanced)

B2C Marketing (Advanced)

Events (Advanced)

Leadership (Advanced)

Marketing Communications (Advanced)

Marketing Campaigns (Advanced)

Fashion (Advanced)

Textiles (Intermediate)

Languages

Spanish (Work Proficiency)

English (Fluent)

Italian (Basic)

About

I am a hardworking, determined professional passionate about sustainability and marketing/PR. I have 6 years of work experience in Digital Marketing and Event Planning/Coordination as well as 4 years leading and managing a Marketing/PR team and 3 years working in the Fashion sustainability sector. I am the founder of a fashion collective in Cyprus, that promotes preserving Cypriot cultural heritage through sustainable fashion design

BRANDS WORKED WITH

BIDBI (sustainable textile manufacturing)

Fashion Heritage Network CY

Fashion Revolution

Get Good Human app (USA)

GWE ENERGY

Helm

Lane Head Hotel

Market Monitoring

The University of Sheffield

YAYO Familia (Vegan skincare)

Experience

● Marketing Coordinator

BIDBI (sustainable textile manufacturing) | Mar 2021 - Mar 2023

Key Responsibilities: responsible for the Digital Marketing practices for the group's six brands. Including social media and email marketing, SEO & website management of WordPress websites, e-commerce management, copywriting/blogging, tracking analytics, influencer marketing and liaising with Graphic Designers. Company's representative at the Fairtrade Climate Network. Key achievements: Significantly grew social media pages, especially BIDBI's LinkedIn page, and launched social media ads, campaigns and email marketing campaigns that increased conversions. Successfully, completed SEO page optimizations, which kept the brands on top of the SERPs.

● Director & Head of marketing & branding

Fashion Heritage Network CY | Mar 2021 - Now

Led a young creative team, organized fashion exhibitions in London and Cyprus with 700+ visitors, secured funding and local partnerships, and executed effective Media & PR strategy. Mentored sustainable fashion brands, boosting online presence and revenue with insightful tips. Achieved 80% growth in social media channels organically.

(working remotely)

● Founding member and Marketing Consultant

Get Good Human app (USA) | Dec 2020 - Feb 2022

Key achievements: The team implemented my marketing suggestions, which increased their channel's engagement.

● Digital campaign manager/leader

Fashion Revolution | Sep 2020 - Sep 2021

Key Responsibilities: Planned and supervised digital campaigns, developed a social media strategy and track insights, analytics and KPIs, liaise with influencers and Planning and oversee Influencer campaigns. Key achievements: Built and structured Fashion Revolution's Greece first-ever social media team, and successfully led a team of 10. Led the digital campaign for the fashion project "Fashion Open Studio", which was featured in Vogue Greece and Marie Claire Greece.



● Marketing & Community assistant

Market Monitoring | Nov 2020 - Mar 2021

Key Responsibilities: Planning and coordinating social media and email campaigns. B2B content writing and content creation. Completing data research tasks for lead generation. Key achievements: Grew engagement on social media and increased the CTR on email campaigns.

- **Marketing Executive**

YAYO Familia (Vegan skincare) | Nov 2019 - Jan 2020

Key achievements: Developing a short-term marketing strategy. Launching and coordinating social media and email campaigns (MailChimp and Canva). Managing social media accounts, growing followers and engagement and reporting on performance. Increasing conversions through Shopify promotions.



- **Product Marketing Researcher**

Helm | Jun 2019 - Sep 2019

(Entrepreneurial networking) Key achievements: My project focused on product marketing about entrepreneurial learning and digital marketing, which included a quantitative study alongside a competitor analysis, which was presented at Helm's HQ.



- **Marketing communications**

The University of Sheffield | Mar 2019 - Sep 2019

Key achievements: Member of an advisory group, giving feedback and insights on the University's marketing content. This position has enabled me to develop my critical skills when reviewing marketing content and strategies.

- **Digital and Social Media Marketing Manager**

Lane Head Hotel | Jan 2016 - Nov 2016

Key achievements: Increased bookings for events and social media following and engagement by 90% in two months through consistent posting, ads, and customer service.

- **Marketing Executive**

GWE ENERGY | Apr 2023 - Mar 2024

Achieved more leads through my email marketing strategy, led the creative re-brand, secured the company's award nomination and earned Employee of the Month for July and December 2023.