

# VASILIKI PLOUMISTOU

## Business Development and Marketing

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People-first communicator and structured project doer with experience in life sciences and global healthcare environments, across digital marketing, campaigns, stakeholder coordination, and reporting. Comfortable turning briefs into clear plans, content, and measurable outcomes. Loyal, attentive to detail and people's needs, humble in style, confident in delivery.

## Work Experience

### Global Marketing Trainee, Iron Deficiency

CSL Vifor | Zurich, CH

Oct 2025 - Present

- Coordinate end-to-end preparation of global digital materials with country teams, agencies, and internal legal and medical reviewers.
- Coordinate omnichannel campaigns with priority country teams: content prep, digital activation, performance tracking.
- Lead a multi-market communication initiative targeting HCPs in three local markets.
- Help run priority congress and brand events; coordinate workshops, affiliate trainings and communication materials for internal and external audiences.
- Conduct qualitative interviews with HCPs across four priority markets to support a new product launch, collaborating with internal market research and external agencies.

### Business Development & Marketing Assistant

SpiroChem AG | Basel, CH

Jan 2025 - Aug 2025

- Supported internal communications, including preparing presentations, taking meeting notes, and coordinating with C-level executives.
- Engaged in business development initiatives; managed client relationships and market research.
- Processed multiple quotations/orders monthly via ERP (Odo); coordinated logistics and supplier pricing.
- Managed NDA/MSA/CDA contracts; maintained 10,000+ client records in CRM (Pipedrive).
- Organized participation in 6 international industry conferences, handling logistics and marketing materials.
- Handled weekly customer inquiries; contributed to strategic marketing plans driving client growth.

### Social Media Marketing

Rituals Cosmetics Enterprise | Amsterdam, NL | Internship

Mar 2024 - Aug 2024

- Managed daily social media content and influencer campaigns; tracked metrics via Sprinklr/Dash Hudson.
- Analyzed 2 campaigns using Lefty/Dash Hudson; delivered detailed reports.
- Prepare and quality-check digital content (copy, assets, tags/UTMs) for activation
- Collaborated on cross-functional brainstorming and competitive analyses for strategy improvement.
- Coordinated 5+ person teams in video production projects.

### Junior Marketing Specialist

Elcune | Thessaloniki, Greece

Feb 2020 - Jan 2021

- Maintained and grew the brand's presence on IG by creating, scheduling, and publishing engaging content tailored to target audiences.
- Led a comprehensive research project focused on improving brand visibility and competitive positioning, presenting actionable insights to the team.
- Designed promotional materials and email campaigns using Canva, supporting product launches and seasonal offers.
- Implemented SEO strategies and conducted keyword research, resulting in improved reach and engagement across digital channels.
- Engaged with the online community to foster relationships, increase brand loyalty, and implement call-to-action strategies to drive conversions.

## Core Skills

### Business Tools, Software & AI Use

Microsoft Office Suite (Excel, PowerPoint, Teams), Veeva, Google Workspace, GPT tools, Otter.ai, Canva, CRM systems, ERP systems, Dash Hudson, Sprinklr

### Project & Event Management

Project coordination, operation & marketing logistics, event planning, partner and supplier liaison

### Operations & Administration

Supplier management, purchase order handling, invoicing, and CRM data maintenance

### Digital Marketing

Social media strategy, influencer campaign management, content creation, SEO & SEM, performance tracking, B2B

### Executive & Team Support

Skilled in supporting C-level executives and teams with calendar, inbox, and meeting coordination across departments and time zones

### Industry Knowledge

Life sciences, Fashion and Luxury Cosmetics sectors

## Education

### Rotterdam University of Applied Sciences

Sep 2023 - Oct 2024

MSc Consultancy and Entrepreneurship

### Rotterdam University of Applied Sciences

Pre-Master Business Administration

### Aristotle University of Thessaloniki

BSc Social and Religious Studies

## Languages

English (fluent)

German (basic/actively learning)

Greek (native)

Russian (basic)

## Certifications

### Project Management Foundations

LinkedIn Learning

### SEO Foundations

LinkedIn Learning