



Vasiliki Ploumistou

Work permit: Swiss

Place of birth: Basel

Nationality: Greek

CONTACT

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Vasiliki Ploumistou

ABOUT MYSELF

Dedicated and adaptable professional experienced in business development, marketing, and operations. I genuinely enjoy building relationships with clients, conducting insightful market research, and coordinating operational logistics. I am a natural people person who thrives when collaborating with others and consistently takes the initiative to solve challenges.

WORK EXPERIENCE

SpiroChem AG Basel, Switzerland

Business Development Assistant

13/01/2025 – Current

- Support business development initiatives; manage client relationships and market research.
- Process multiple quotations/orders monthly via ERP (Odoo); coordinate logistics and supplier pricing.
- Manage NDA/MSA/CDA contracts; maintained 10,000+ client records in CRM (Pipedrive).
- Organized participation in 6 international industry conferences, handling logistics and marketing materials.
- Handle weekly customer inquiries; contribute to strategic marketing plans driving client growth.

Rituals Cosmetics Enterprise Amsterdam, Netherlands

Social Media Marketing Intern

01/02/2024 – 31/08/2024

- Managed daily social media content and influencer campaigns; tracked metrics via Sprinklr/Dash Hudson.
- Analyzed 2 influencer campaigns using Lefty/Dash Hudson; delivered detailed reports.
- Collaborated on cross-functional brainstorming and competitive analyses for strategy improvement.
- Coordinated 5+ person teams in video production projects.

Pushkin Education Centre Thessaloniki, Greece

Administrative Coordinator

09/2021 – 01/2023

- Managed student schedules, provided updates, supported managerial tasks, ensured clear communication, resolved issues, and coordinated classes.

EDUCATION AND TRAINING

09/2023 – 10/2024 Rotterdam, Netherlands

MSc Consultancy and Entrepreneurship Rotterdam University of Applied Sciences

Level in EQF EQF level 7

Rotterdam, Netherlands

Pre-Masters in Business Administration Rotterdam University of Applied Sciences

Thessaloniki, Greece

Social and Religious Studies Aristotle University of Thessaloniki

Level in EQF EQF level 6

SKILLS

DIGITAL MARKETING & COMMUNICATIONS

Seo & Sem, Performance Tracking, Social Media Management, | Influencer Campaign Management, Digital Content Creation

BUSINESS TOOLS & SOFTWARE

Microsoft Office Suite (Excel, PowerPoint, Teams), Canva, | CRM systems, ERP systems, Dash Hudson, Sprinklr

PROJECT & EVENT MANAGEMENT

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

STRATEGIC & ANALYTICAL THINKING

Market research, campaign analysis, performance reporting, strategic planning

PROFESSIONAL SKILLS

Adaptability, cross-functional collaboration, multicultural communication, attention to detail

INDUSTRY KNOWLEDGE

Life sciences, consumer goods, luxury and cosmetics sectors

LANGUAGE SKILLS

MOTHER TONGUE(S): Greek

Other language(s):

English

Listening C2

Spoken production C2

Reading C2

Spoken interaction C2

Writing C2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user