

SOTIRIOS GIANNIRIS

CONTACT

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 [LinkedIn](#)

EDUCATION

Athens University of Business and Economics

B.A. in Marketing & Communications

AWARDS & CERTIFICATIONS

- Azure AI Fundamentals Certified
- L'Oreal Brandstorm 2025 Finalist
 - AI Skincare Management Platform
- UniAI 2025 Hackathon Finalist
 - Hellas Direct AI Insurance Agent

CORE SKILLS

- Growth & Go-to-Market Strategy
- B2B Data Driven Sales & Rev. Operations
- Data & Analytics
- Sales Systems & Automation
 - CRM's, Analytics Dashboards, AI Automations

PROFILE

GTM and growth professional focused on building data-driven systems that connect sales and marketing in B2B SaaS and Tech environments.

WORK EXPERIENCE

GTM STRATEGIST & ENGINEER

Relevance Agency

2025 - Present

- Outbound sales systems through multiple channels (Email, LinkedIn)
- CRM pipelines, automations and workflows to optimize conversions, speed and lead quality
- Funnel & Pipeline data analysis
- AI powered reporting systems & relevant automations

BUSINESS DEVELOPMENT REPRESENTATIVE

AIIESEC

February 2025 - July 2025

- Sourced SME leads through multiple outbound methods (Phone, Email)
- Booked 2-5 qualified appointments per weekday
- Stepped in to negotiate deals and handle sales calls when necessary
- Ensured CRM hygiene and proper tracking and reporting of pipeline events

PANATHENEA

Event Management Volunteer

Spring 2025

- Supported registrations management and on-site event operations
- Assisted with general coordination and execution