

PROFESSIONAL SUMMARY

Commercially driven and creatively minded professional with experience spanning B2B sales, entrepreneurship, and digital content. Founded Askio, a full-stack SaaS platform, owning everything from product strategy and UX/UI to monetisation strategy and payment infrastructure; available to work from January 2027. Proven track record in outbound sales across 8 international markets at high-growth technology companies. Currently completing an MSc in Marketing & Creativity at ESCP Business School.

EXPERIENCE

Askio | London

Founder & Chief Executive Officer, Nov 2025 – Present

- Founded and built Askio (www.askio.app), a SaaS platform designed to let creators and influencers monetise their expertise through personalised, paid Q&A interactions
- Owned the full product lifecycle — from strategy and UX/UI design through to designing the creator onboarding flow and payment infrastructure — building an end-to-end product ahead of commercial launch
- Defined brand positioning to differentiate Askio from entertainment-led creator platforms, anchoring the product around knowledge and insight-driven value for both creators and users

Freelance Creative | Asia / Australia

Content Creator & Brand Collaborator, Mar 2024 – Feb 2025

- Generated over 500,000 organic Instagram impressions through self-shot and self-edited content, while producing advertising content for a music artist with over 460,000 monthly Spotify listeners
- Developed cross-cultural communication and relationship management skills by working across Asia and Australia

Deel | Remote

Sales Development Representative (Independent Contractor), Dec 2023 – Mar 2024

- Covered the UK & Ireland market, helping organisations navigate the complexities of local employment law and payroll
- Deepened market and buyer understanding by aligning Deel's global payroll solutions with UK&I-specific operational and compliance requirements, contributing to early-stage market growth

GW | London

Sales Development Representative, Mar 2022 – Sept 2023

- Drove new business pipeline across 8 markets in the UK, Europe, and APAC through high-volume outbound prospecting, consistently generating approximately 12 qualified discovery calls per month
- Led each discovery call personally, conducting in-depth research into prospects' business needs and pain points to qualify or disqualify opportunities rigorously
- Contributed to team development by leading training sessions, improving peer performance

EDUCATION

ESCP Business School | London & Paris

MSc in Marketing & Creativity, Jan 2026 – Present

- Studying marketing through a creative and strategy-driven lens at a top European business school

The University of Edinburgh

MA Philosophy — First Class with Honours, Sept 2017 – May 2021

- Awarded the John Beresford Wood Prize for Outstanding Work in the History of Philosophy (2021)
- Awarded the James Seth Prize for Most Distinguished Student in Moral Philosophy (2018)
- Studied abroad at UC Santa Barbara, achieving a 3.8 GPA, and was placed on the Dean's Honours List

AWARDS & COMPETITIONS

L'Oréal Brandstorm 2026 — Top 4 UK Finalist | May 2026

- Competed against 6,000+ registrants nationally, reaching the final 30 and placing in the top 4 teams at L'Oréal UK headquarters
- Developed ESCENT, an NFC-powered luxury fragrance identity platform for the L'Oréal Luxe division, pitching to senior L'Oréal judges

ADDITIONAL INFORMATION

Technical Skills: Claude, Cursor, GitHub, Supabase, Salesforce, Sales Navigator, Salesloft, Adobe Lightroom, and Final Cut Pro X

Languages: English (Native) | Greek (Highly Proficient)

Core Strengths: Results-driven, customer-focused, strong communicator, entrepreneurial mindset, creative thinker

Entrepreneurship: Founded Askio (www.askio.app), an end-to-end SaaS platform for creator knowledge monetisation