

Christina Dymioti

Marketing professional and
Sustainability Communications Specialist

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Short Summary

- Passionate about fashion, sustainability, and marketing/PR
- 6 years of experience in Digital Marketing and Event Planning
- 4 years leading and managing a Marketing/PR team
- 5 years working in the sustainability sector
- Award-winning founder of a Cyprus-based fashion collective promoting sustainable fashion and Cypriot cultural heritage.

Work Experience

Marketing Executive | April 2023 - March 2024 GWE Energy (Energy efficiency & Net-Zero)

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.

Founder & Head of Marketing | July 2021-ongoing Fashion Heritage Network CY (fashion & culture)

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.

Marketing Coordinator | April 2021-April 2023 BIDBI (sustainable textile manufacturing)

Promoted within a year and was the company's liaison with Fairtrade. Significantly expanded social media, and launched ads, campaigns, and emails boosting conversions. Managed 4 social media accounts. Successfully optimised SEO pages to maintain top SERP rankings.

Media and Communication Officer | 2022 - ongoing LCOY Cyprus

I've successfully managed communication for LCOY Cyprus, creating engaging content, expanding outreach, and monitoring impact.

Digital Campaign Manager | 2021-2022 Fashion Revolution GR (sustainable fashion)

Established and organised the inaugural social media team, and effectively managed a team of 10. Led the digital campaign for the 'Fashion Open Studio' project, featured in Vogue Greece and Marie Claire Greece.

Education History

- **MSc Marketing Management Practice**, University of Sheffield
- **BA in English Language and Literature**, University of Cyprus
- **Certificate in Sustainable Marketing**, Sustainable Marketer
- **ESG & SDG Foundations**, LinkedIn Learning
- **Certificate in Luxury Fashion Management**, Università of Bocconi
- **Certificate in Fashion Sustainability**, University of the Arts London
- **Certificate in Media & PR**, LinkedIn Learning

View my portfolio

Key Skills

- Digital Marketing
- Leadership & Multitasking
- Fashion Management, & Curation
- Sustainability Communications
- Copywriting & Editing
- Media & PR
- Public Speaking
- Event planning
- Analytics & Research

Expertise

- **Email Marketing** (MailChimp, Drip, Pure360)
- **CRM** (HubSpot, Salesforce)
- **Content creation** (Canva, Figma)
- **E-Commerce** (WooCommerce, Shopify)
- **Website & SEO** (WordPress, Google Analytics, Ahrefs, SEMRush)
- **Project Management** (Asana, Slack, Hootsuite, Later)

Interests & Awards

- Worked at **London Fashion Week** and featured in Vogue
- Received the Cyprus Diaspora Forum's '**Culture & Arts**' award
- **Associate Fellow of the Royal Commonwealth Society**
- **Global Youth Leader of Queen's Commonwealth Trust**
- Invited to **Buckingham Palace** to meet the **Royal Family**
- Presented talks at **international conferences** and University of Sheffield events
- Enjoy attending fashion shows, art exhibitions, and museums.