

# ROIS LAPPAS

Marketing Professional



## Personal details



ROIS LAPPAS



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Paphos, Cyprus



July 25, 2000



EU Driving License



Male



Greek - Cypriot



Single



roislappas.com



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lappasrois@gmail.com



Visa Status: EU Pre - Settlement

## Languages

English ●●●●●

Greek ●●●●●

Spanish ●●●●●

## Relevant Work Experience

### Front Desk Agent

Apr 2024 - Present

Cap St. George Hotel & Resorts, Paphos, Cyprus

- Welcome guests warmly and efficiently manage check-ins and check-outs.
- Address and resolve complaints promptly.
- Promote hotel amenities and packages for upselling.
- Coordinate with departments to meet guest needs.

### Marketing Executive - Contract

Dec 2023 - Apr 2024

Government Organization Fujairah Chess and Culture Club, Fujairah, UAE

- Revamped company's visual identity.
- Redesigned website for mobile compatibility and improved SEO.
- Set up email marketing campaigns using Mailchimp, increasing event registrations by 40%.
- Organized a high-profile chess tournament for His Highness, attracting over 300 participants and achieving a 85% satisfaction rate.
- Proposed and implemented innovative events like skydiving and underwater chess, boosting event attendance by 30%.
- Boosted social media engagement by 25% through collaboration with a graphic design agency.
- Executed a marketing plan for Fujairah Chess Club Academy, managing a budget of \$10,000.

### Marketing Intern - Internship

Apr 2023 - Sep 2023

FareShare Cymru, Cardiff, United Kingdom

- Conducted marketing analysis to identify growth opportunities.
- Developed social media plans, increasing engagement and brand recognition.
- Optimized website SEO, enhancing search engine rankings and traffic.
- Designed strategic budget allocation, maximizing brand awareness.
- Organized PR events and collaborated with influencers, boosting community involvement.

### Digital Marketing Specialist - Remotely

Nov 2019 - Dec 2022

Cortesi Nutrition, Limassol, Cyprus

- Increased website traffic by 25% through multichannel marketing, boosting brand awareness and leads.
- Collaborated with a team of 3 in SEMrush competitor research and personally oversaw 2 marketing campaigns from conception to execution.
- Enhanced email open rates by 15% and click-through rates by 10% using Campaign Monitor.
- Created social media content, increasing post reach by 36%.
- Monitored paid social campaigns, boosting referral traffic by 28%.
- Analyzed social KPIs, driving 24% brand growth.

### Passenger Service Agent - Seasonal

Jul 2021 - Jul 2022

Swissport International, Paphos, Cyprus

- Surpassed sales targets through upselling and cross-selling services.
- Provided excellent customer service to passengers of 13 airlines.
- Promoted airline services, boosting revenue.
- Improve team performance in customer service and sales.

## Skills

- A/B Testing
- Adobe Creative Suite
- Budget Control
- Data Analysis
- Google Analytics
- Email Marketing
- Hootsuite Dashboard
- Hubspot Marketing
- KPIs
- Marketing Metrics
- MS Suites
- Paid Ads
- SEO
- Social Media Marketing
- Wix.com/ Editor X
- WordPress

## Hobbies

- Music
- Photography
- Reading
- Sports
- Theater
- Travelling
- Volunteering

## References

References available upon request.

## Education

MSc Strategic Marketing	Oct 2022 – Sep 2023
Cardiff University, Cardiff, United Kingdom	
BA Advertising and Marketing Communications (Honours)	Oct 2019 – Jul 2022
De Montfort University, Leicester, United Kingdom	

## Certificates

HR Foundations: Core Human Resources	2024
Marketing Copywriting for Social Media	2024
Digital Marketing Foundations	2024
Google – Data Studio	2023
Google – Ads Search	2023
HubSpot – SEO	2023
HubSpot – Email Marketing	2023
Cardiff University – Marketing Hackathon	2022
Hootsuite – Social Marketing	2022
Hootsuite – Hootsuite Platform	2022
Google – Digital Garage	2021

## Relevant Achievements

- Master's degree:** Highest grade in the course by delivering exceptional performance on an international marketing project focused on the UAE.
- Website Design Excellence:** Spearheaded the development of a visually stunning and user-friendly website.
- Graphic Design:** Freelance Graphic Designer ensuring brand consistency and visual appeal for diverse clients.
- Software Programms:** Proficient in 26+ software programs, optimizing design processes and project outcomes.
- Influential Social Media:** 21,4 k followers (instagram personal account), collaborated on branding, marketing, and content creation.