

Mary Basiadima

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About Me

Experienced Marketing Leader with a proven record in driving impactful marketing strategies, brand management, and public relations. Skilled in aligning marketing initiatives with business objectives, I have over 20 years of experience in high-impact roles across diverse industries, including hospitality, luxury, and healthcare. My background in digital and strategic marketing, combined with strong expertise in lead generation, has enabled me to deliver measurable results, significantly enhancing brand recognition, lead conversion, and revenue growth. Known for my collaborative approach, I work closely with senior leadership to foster a culture of internal engagement, ensuring team alignment with corporate goals.

Experience

GROWTH MARKETING CONSULTANT | FREELANCE | SEPTEMBER 2023 – PRESENT (LONDON)

- Partnered with three clinic groups (skin, dentistry and surgeons) to develop and execute growth marketing strategies for each account, achieving measurable improvements in lead generation, online visibility, and patient acquisition.
- Led the development of a new website, implementing SEO best practices, user experience standards, and a comprehensive content strategy to enhance visibility and engage target audiences.
- Developed and restructured the e-commerce platform for skincare products, enhancing user experience, streamlining the purchase process, and implementing SEO strategies that increased organic traffic and online sales.
- Revamped email marketing strategies for each clinic, implementing new segmentation, personalised CTAs, and automated workflows that increased open and click-through rates, enhancing patient engagement and driving repeat visits.
- Introduced digital solutions to streamline the patient journey, including a new booking system and WhatsApp integration for real-time communication, leading to higher engagement and satisfaction rates.
- Managed PPC and social media campaigns tailored to each clinic's unique audience, reducing cost-per-lead and improving brand awareness.
- Provided strategic oversight on branding, content development, and campaign management, ensuring alignment with each clinic's business goals and enhancing brand credibility in the healthcare sector.
- Delivered regular KPI reports and actionable insights to clinic leadership, focusing on continuous improvement of marketing ROI.

HEAD OF MARKETING | PREMIER LASER & SKIN CLINICS | SEPTEMBER 2023- AUGUST 2024 (LONDON)

Focusing on strategic oversight and tactical execution across all digital marketing channels.

- Led the development and execution of an integrated marketing strategy across all digital channels, driving a 211% increase in online purchases and a 41% rise in organic bookings through optimised SEO, PPC, and improved user journey.
- Enhanced brand presence by introducing a new booking system and a WhatsApp feature for real-time client communication, resulting in a 286% traffic increase.
- Championed the brand both internally and externally, implementing a cohesive internal communications strategy to ensure staff engagement and brand alignment.
- Oversaw the launch of new treatments and services, managing cross-functional collaborations to ensure smooth rollouts and effective promotion.
- Directed the marketing team, offering mentorship and strategic guidance to drive performance and professional growth.

HEAD OF MARKETING | PULSE LIGHT CLINIC | AUGUST 2020-AUGUST 2023 (LONDON)

- Developed and implemented a strategic marketing plan aligned with company goals, reporting directly to the CEO and working closely with other departments to drive growth.
- Increased organic traffic and improved booking conversion rates by 150% through an extensive SEO optimisation and content strategy, Email campaigns and Influencers strategy.
- Successfully launched a new clinic location in Central London, overseeing all marketing efforts and cross-departmental coordination for a seamless opening.
- Championed the brand internally by engaging staff through structured internal communications, supporting brand advocacy across teams.
- Drove sustained customer growth by acquiring over 120,000 new leads (SQL) and increasing repeat customers by 30%.
- Reduced Customer Acquisition Cost (CAC) by 14% compared to industry standards.
- Led a team of nine, managing recruitment, training, and performance to ensure high standards and strategic execution of all campaigns.

GLOBAL MARKETING & SALES MANAGER | ISOMETRIX - VOLTRA LIGHTING | JUNE 2018-AUGUST 2020 (LONDON & HONG KONG)

- Directed marketing campaigns that led to a 60% increase in gross sales and a 20% improvement in lead conversion.
- Managed the marketing budget and evaluated campaign performance using google analytics and other tools to ensure ROI optimisation.
- Developed and implemented the annual marketing strategy, encompassing global trade shows and establishing partnerships across the UK, USA, EMEA and APAC regions.
- Enhanced digital marketing efforts, achieving a 300,000 monthly increase in website users and boosting brand awareness across target markets.
- Oversaw brand partnerships, trade relationships, and international marketing activities, representing the company at global industry events.

MARKETING & BRAND EXECUTIVE | LUMANOR LIGHTING | JULY 2017-JUNE 2018 (LONDON)

- Developed and executed a brand strategy for new and existing products, including optimisation of e-commerce platforms and POS marketing.
- Worked closely with the sales team to develop marketing tools and materials, supporting the achievement of commercial objectives.
- Directed content creation and seasonal campaigns across retail and online channels, contributing to a 30% increase in retail sales.

MARKETING MANAGER (CONTRACT) | KILIKYA GROUP OF RESTAURANTS | APRIL 2017-JUNE 2017 (LONDON)

- Devised a comprehensive brand and marketing strategy to align with company objectives and expand customer engagement.
- Spearheaded digital marketing efforts, resulting in a 33% average email open rate and significant database growth.
- Contributed to the launch of three new restaurant locations across London, coordinating PR and brand marketing efforts.

ASSISTANT RESTAURANT MANAGER | TGI FIRDDAYS | JANUARY 2016-MARCH 2017 (LONDON)

- Created and executed a local marketing strategy for sales growth, successfully reaching sales targets.
- Hired, trained, and coached over 50 staff members in service skills, food and beverage knowledge, and health and safety standards.
- Achieved and maintained a 3% annual growth in profit through the management of controllable costs, such as reducing unnecessary overtime and inventory waste.

CO-FOUNDER | CALLIOPE HAIR XPRESSIONS | JUNE 2013-APRIL 2017 (ATHENS)

- Successfully launched store design and brand direction that led to 60% growth in the first year.
- Directed all organisational operations, policies, and objectives to maximise productivity and ROI.
- Negotiated with beauty brands, securing monthly promotions, volume discounts across products, rebates, and stylist training seminars.
- Interviewed, appointed, and assigned responsibilities to personnel.
- Monitored cost-effectiveness of operations and personnel using quantitative data, offering feedback and making cuts where necessary.
- Coordinated and approved budgets for product procurement, marketing, overhead, and growth.

MARKETING MANAGER | THE MANDARIN GROUP | JUNE 2014-AUGUST 2015 (ATHENS)

- Built a new brand identity and planned the marketing strategy.
- Managed end-to-end communication strategy for 6 outlets, including creation and delivery of full marketing mix.
- Created a new digital ad plan, which increased online engagement while reducing costs by 20%.
- Responsible for revenue generation and encouraging repeat business.
- Sold, developed, implemented, and managed events.
- Managed all group venues and banqueting processes and procedures.
- Oversaw procurement of audio-visual, security, and rental needs.
- Maintained a calendar of events for effective long-term planning and management.

MARKETING & EVENTS MANAGER | WHEN THE MUSIC STOPS | NOVEMBER 2013-JUNE 2014 (BIRMINGHAM - ATHENS)

- Led the introduction of events to the market through social media and PPC campaigns.
- Developed a digital strategy to grow the database and increase visitor engagement.
- Built strong customer relationships by growing a community via social media and achieving word-of-mouth introductions.
- Negotiated with venues, hotels, and nightclubs to organise events.

MARKETING CONSULTANT | KASTERLORIZO RESTAURANT GROUP | SEPTEMBER 2012-JUNE 2012 (ATHENS)

- Renewed the structure of the marketing mix (product, price, place, and promotion).
- Developed strategic public relations with media and agencies.
- Developed the Event Sales department targeting segments, pricing policy, customer service, and venue promotion.

MARKETING & SALES MANAGER | HARD ROCK CAFE | MAY 2011-MARCH 2012 (ATHENS – LISBON - STOCKHOLM)

- Responsible for P&L, event sales management, sales, and marketing strategy.
- Expanded sales revenue by 20% through digital marketing campaigns for the retail (Rock Shop).
- Developed PR connections and succeeded in two magazine cover pages using Rock Shop accessories.
- Developed event sales within T&T, FIT's, DMC's, and Incentive Market.
- Performed ongoing market research and demographic profiling to capitalise on unmet market needs ahead of the curve.

DIRECTOR OF MARKETING | STAR HOTELS GROUP | OCTOBER 2009-APRIL 2011 (GREECE)

- Developed a branding approach for six hotels, wellness spa, and casino, and presented it to the Board of Directors and senior leadership.
- Developed a digital strategy using SEO to grow the database and increase bookings.
- Successfully launched new hotels, brand direction, and e-commerce sites that led to 50% growth.
- Played a key role in the setup and execution of online booking platforms (Booking.com, Agoda, etc.).
- Instituted client loyalty events that profited the hotels' facilities by €100k+.

MARKETING & BRAND MANAGER | INTERCATERING GROUP | SEPTMER 2001-SEPTEMBER 2009 (ATHENS)

- Managed a yearly media budget of €5m and all the national magazines to ensure maximum exposure.
- Led the setup of PR and brand visuals for European Summit, UEFA, UNESCO, and Biennale events.
- Directed and executed a €700k campaign for **Ble amusement park** with 70% barter agreements.
- Directed and published Intercatering's seasonal magazine (layout, ads, content, photographs).
- Sponsored National Music Awards and the auditions of Star Academy, achieving 80% brand awareness.
- Reported directly to the CEO, developed lead-generation B2B strategies and programmes, and managed the agency creative and project execution team.

Education

- **HARVARD LAW SCHOOL**
SEPTEMBER 2024 - ONGOING
INTERNATIONAL FINANCE: POLICY, REGULATION AND TRANSACTIONS
- **UNIVERSITY OF OXFORD – SAID BUSINESS SCHOOL (OXFORD)**
GRADUATION: JANUARY 2024
MASTER'S DEGREE IN GLOBAL BUSINESS MANAGEMENT
- **THE CHARTERED INSTITUTE OF MARKETING (LONDON)**
GRADUATION: SEPTEMBER 2018
LEVEL 6 IN PROFESSIONAL DIGITAL MARKETING
- **AMERICAN HOTEL AND LODGING ACADEMY – (ORLANDO, FL)**
GRADUATION: SEPTEMBER 2008
BACHELOR'S DEGREE IN HOSPITALITY MARKETING

Skills

B2B marketing, B2C marketing, building funnels, SEO management, PPC email marketing, campaign management, content management, digital marketing, marketing communications, social media marketing, leadership, affiliate marketing, communications, marketing strategy, brand marketing, market research, ecommerce, logistics management, Google Tag Manager, Google Search Console, Google Analytics, Google Merchandise, UX strategy, hotjar, AHREFS, SEMRUSH, MOZ, SEranking, WordPress, Wix, Shopify, WooCommerce, Amazon, eBay, craigslist, Klaviyo, Mailchimp, Microsoft Office, Microsoft Excel, HubSpot, Salesforce, CRM software, business development, sales management, product management, Photoshop, Illustrator, Premier Pro, After Effects, Figma, blogging, events management, event sales, trade shows, Chinese social media: WeChat business, Little Red Book, Weibo, Douyin.

Language

ENGLISH: CEFR - C1

GREEK: Native