

Manolis Charalampous

Strategic Marketing Leader | AI-Driven Growth Architect | Future CMO

Languages: English (Fluent), Greek (Native), German (Basic)

Education

- **PhD Candidate – Educational/Instructional Technology** | University of Cyprus (*Ongoing*)
Focus: AI-driven performance and adaptive learning systems to optimise marketing efficiency and ROI.
- **MSc International Business & MBA** | Canterbury Christ Church University, UK, 2023
- **Level 7 Computer Games Development** | City & Guilds, Train2Game, London, UK, 2016
- **BA (Hons) Fine Arts** | University of Reading, UK, 2014

Executive Summary

Visionary marketing leader with a proven record of **driving global brand growth, market expansion, and digital transformation** across maritime, telecommunications, legal/finance, and travel industries. Skilled at translating complex business goals into **data-driven strategies** that deliver measurable commercial impact.

Currently leading marketing for a **global maritime group with 160+ companies in 23+ locations**, while conducting doctoral research on **AI-powered marketing performance** at the University of Cyprus. Recognised for combining **executive leadership** with **innovative marketing technologies** to increase market share, improve ROI, and strengthen organisational capability.

Core Competencies <ul style="list-style-type: none">• Global Market Expansion & Positioning• Brand Leadership & Rebranding Strategy• Integrated Marketing Campaigns (B2B/B2C)• AI-Driven Marketing Performance• Executive Stakeholder Engagement• Data Analytics & ROI Optimisation• Digital Transformation & Innovation• Budget Planning & P&L Management• Team Leadership & Organisational Development	Certifications <p>Google Ads Advanced Google Ads Measurement Advanced Facebook Advertising Content Marketing Fundamentals Digital Marketing Research UX: Logic and Content AI for Business Executives</p> Thought Leadership & Research <p>Developing a real-time AI-powered decision support engine that analyses live marketing data to optimise strategies and personalise team training. Designed to increase marketing ROI, shorten learning curves, and establish a self-improving organisational knowledge base.</p> Board & Advisory Availability <p>Open to serving in board and advisory roles to guide strategic marketing, digital transformation, and AI adoption initiatives.</p>
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Professional Experience

Group Marketing Manager

Fameline Holding Group | Limassol, CY | **Apr 2023 – Present**

Leading marketing and branding for a global maritime solutions provider with **160+ companies in 23+ locations**. Direct cross-functional teams to deliver strategies that accelerate growth, unify brand identity, and drive international expansion.

Key Achievements:

- Directed **global rebranding campaign** (“Relationships Beyond Contracts”), unifying messaging across all subsidiaries and enhancing brand recognition internationally.
- Designed and launched an **AI-powered internal learning platform** for sales & CRM training, reducing onboarding time by **30%** and improving sales efficiency.
- Spearheaded market expansion into **Asia & Africa**, achieving a **double-digit % increase in leads** in year one.
- Integrated SEO, performance marketing, and analytics into a Group-wide strategy, boosting organic traffic and lead conversion.
- Managed Group representation at **major international industry events** (East Med Expo, Posidonia), securing new partnerships and expanding market reach.

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Head of Marketing & Business Development

Chambersfield Economides Kranos | Limassol, CY | Jan 2020 – Apr 2023

Directed all marketing and business development operations for a global legal and financial services firm.

Key Achievements:

- Led **global advertising collaborations** that increased client acquisition by **20% YoY**.
- Designed and implemented a new digital infrastructure, streamlining workflows and improving client engagement.
- Produced sector-leading thought-leadership content, positioning the firm as an authority in the legal/finance space.

Digital Marketing Executive

Primetel PLC | Limassol, CY | Aug 2018 – Jan 2022

Managed high-impact digital campaigns and brand engagement strategies for a leading telecommunications provider.

Key Achievements:

- Directed multi-platform campaigns (Google, Yandex, Social Media) driving measurable brand growth.
- Organised flagship community events (GameShow, Hackathons, exhibitions), increasing brand visibility and engagement.
- Strengthened influencer and developer relations to support e-commerce growth and product launches.

Marketing Executive

Cyplon Travel | London, UK | Jan 2015 – Aug 2018

Drove B2B and B2C marketing initiatives in a competitive travel market.

Key Achievements:

- Increased year-over-year bookings through targeted SEO, PPC, and social campaigns.
- Managed a successful full company rebrand to improve market positioning.

Early Career

Xbox Software Tester (Contract) | Microsoft, Reading, UK | Sep 2014 – Dec 2014

Tested pre-release Xbox platform games and applications to improve UX and product quality.

Web-developer (Internship) | EarlyCrescent, Reading, UK | May 2014 – Sep 2014

Developed a brand-new website for a charity community centre.