



Antonia Remoundou

Product Marketing Manager

Contact

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📍 Piraeus, Athens, Greece

Skills

- B2B Marketing
- Product Marketing
- Go-to-Market Strategy
- Digital Marketing
- Project Management
- SEO
- PPC/SEM
- Social Media Strategy
- Event Management
- Content Marketing
- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- CMS (WordPress, Joomla)
- CRM (Microsoft Dynamics, Entersoft)
- ERP (SAP, Entersoft, Soft1)
- HubSpot
- Moosend, Mailchimp

About Me

Results-driven Product Marketing Manager with 10+ years of experience in digital marketing, product marketing, project management, and event organization. Proven track record in developing go-to-market strategies, conducting market research, and optimizing campaigns to drive growth. Strong communicator skilled in collaboration and passionate about continuous learning.

Work Experience

2023 – Present

Entersoft

Product Marketing Manager

- Develop go-to-market (GTM) strategies to drive product adoption and revenue growth, including key messaging, customer personas, and sales channels.
- Conduct research to understand key challenges, the decision-making process and identify key personas.
- Collaborate with cross-functional teams to provide tools, training, and materials for successful product launches and sales efforts.
- Engage directly with customers to gather feedback, understand needs, and incorporate insights into product development and marketing strategies.
- Manage budget, accurately estimate costs, and manage execution.
- Establish and track key performance indicators (KPIs) to evaluate the success of product marketing initiatives and make data-driven recommendations for optimization.

2019 – 2023

Entersoft

Senior Marketing Executive

- Developed and executed the company's annual marketing plan, including digital and print campaigns.
- Managed digital channels such as, website, SEO, Social Media, and email marketing efforts to enhance brand visibility and lead generation.
- Worked with digital agencies to develop and refine PPC advertising strategy, including keywords, ad copy, creatives and landing pages.
- Coordinated with the sales team to create integrated marketing campaigns and analyzed their performance against ROI and KPIs.
- Oversaw the organization of internal and external events.

2016 – 2019

SiEBEN-Pobuca

Digital Marketing Consultant

- Created a wide range of marketing materials and sales enablement content, such as brochures, sell sheets, newsletters, case studies etc.
- Led digital marketing strategies, including online ads, SEO, social media, and blogs.
- Monitored site analytics, and reported on campaign performance and ROI.
- Negotiated with media suppliers and organized company events.

2015 – 2016

SiEBEN-Pobuca

Product Specialist

- Launched and managed a new product initiative, leading a cross-functional team of seven.
- Conducted market research, created sales materials, and coordinated new feature development.
- Managed product design and UX/UI development.

Certifications

- **Google Ads:** Fundamentals, Search, Display, Video, Mobile, Google Analytics
- **LinkedIn:** Email Marketing Strategy & Optimization
- **Adobe:** Photoshop, Illustrator
- **Microsoft:** Digital Advertising, SEO for Technical, Dynamics CRM

Languages

- **English** – Proficiency
- **French** – Delf A1, A2, A3, A4

Soft skills

- Communication skills
- Collaboration & teamwork
- Time management
- Presentation skills
- Problem-solving
- Flexibility & adaptability
- Critical thinking

Hobbies

- Swimming
- Cross-fit exercising
- Socializing

Work Experience

2011 – 2016

SiEBEN – Pobuca

General Manager Assistant

- Supported the General Manager with management and administrative tasks to maximize efficiency.
- Conducted market research and prepared presentations and documents for internal and external use.
- Coordinated information for Board meetings and represented the General Manager's position on various issues.
- Delivered exceptional customer service by prioritizing customer needs, acting proactively, and focusing on customer satisfaction.

2010 – 2011

SiEBEN – Pobuca

Sales Admin

- Supported Sales, IT, Marketing, and Customer Support departments with daily administrative tasks and customer inquiries.
- Assisted in presales activities, managed CRM databases, and processed sales leads.
- Prepared reports, coordinated with vendors for shipping schedules, and handled Microsoft partnership.

2008 – 2009

Plaisio Computers

Sales Representative

- Presented, promoted, and sold products/services to existing and prospective customers using effective arguments.
- Conducted cost-benefit and needs analyses of existing and potential customers to meet their needs.
- Established, developed, and maintained positive business and customer relationships.

Education

2024

Product Marketing Alliance

Product Marketing Core Certification

2016

Hellenic American Union

Digital Marketing Certification

2016

Vellum Global Educational Services

IT Project Management Certification

2006 – 2011

National and Kapodestrian University of Athens

Bachelor's Degree in Information Technology & Telecommunications