

Theo Valmis

Digital Marketing
Analytics Manager



Award-winning Digital Analytics & Marketing Consultant with 10+ years' experience helping startups, agencies, and FTSE100 brands. I specialize in GA4, BigQuery, Adobe and multi-platform attribution, turning complex data into strategies that grow revenue and optimize customer journeys.

Work Experience

SuperPosition Insights - Founder

8/2025 - now

Consulting for SMBs, agencies, and FTSE100 brands on digital analytics, GA4 migration, CRO, and e-commerce

[Upwork Portfolio](#)

Clients: Partnered with startups, agencies, and e-commerce brands in retail, cannabis, and SaaS.

Projects: Delivered GA4 migrations, cross-channel attribution fixes, and Looker Studio dashboards.

Results: Improved tracking accuracy by 30%, reduced wasted ad spend by \$100k+, and increased conversion rates by >25%

Virgin Media O2 Business – Digital Marketing Insights Manager | Reading |

6/2023 – 7/2025

Led a digital analytics transformation project for Virgin Media O2 Business - experience I now apply to consulting clients seeking GA4, attribution, and data lake solutions.

- Marketing Data **Insights and Storytelling**
- Digital Marketing Channel **ROI / Attribution**
- Digital Marketing Data Lake** architecture
- Marketing Data **Governance & Standardisation**

Wunderman Thompson – Digital Analytics Manager | London |

[Promoted from Lead Digital Analyst](#) | [Campaign Integrated Marketing Agency of the Year 2022](#)

1/2020 – 1/2023

Developing the Digital Analytics capability, and vision across the agency. **15+ clients 80+ projects**

- Insights/Reporting/Dashboarding**, KPI Frameworks
- Line Management** of 3 Digital Analysts
- Data storytelling** to C-Suite client stakeholders
- Data enablement, **Attribution**, **Segmentation**



Aviva – Digital Marketing Analytics Manager | London | [DataIQ 2019/2020 Best Place to Work in Data](#)

1/2018 – 1/2020

Leading the digital analysis within the Customer Engagement scrum team delivering million-pound impact

- Recommendations** on key strategic priorities **£1m savings**
- Customer Engagement optimization **x2 cross-sell**
- Data integration for **audience activation**
- Behavioral Science** testing and application

Three Broadband – Optimisation Manager | London |

7/2016 – 1/2018

- Web Analytics Monitoring, A/B Testing, CRO **160% increase**
- Digital Marketing Budget Management **£1.5M**
- SCRUM** product owner for major digital assets
- Reduced CPA 140% / Sales targets 30% YOY**

WebFate – Co-Founder - Digital Marketing Consultant | Athens |

3/2011 – 4/2016

- Web Analytics Implementation
- A/B Testing, CRO
- Digital Project Management: **+50**

OneFate – Co-Founder – Ecommerce Manager | Athens

11/2009 – 10/2013

Ecommerce Management / **Web Analytics** monitoring and marketing campaign optimisation.

N. Asteriadis S.A. – Scientific Instruments Technician | Athens

1/2007 – 10/2009

Education

Bachelor Degree in Physics

2000 – 2006

Laboratory of Electronics – Telecommunications & Applications telecomlab.gr

School of Sciences - University of Ioannina / Greece

Awards:

- Integrated Agency of the Year 2022 – **WT**
- Sitecore Experience Award 2021- **Aston Martin**
- DataIQ Best Place to Work in Data 2019/2020 – **Aviva**
- Awards of Excellence in Telecommunication 2006 - **Thesis**

[Generative AI for business leaders | LinkedIn Learning](#)

2024

[Digital Marketing Specialization - University of ILLINOIS \(Coursera\)](#)

2016

[Foundations of Everyday Leadership - University of ILLINOIS \(Coursera\)](#)

2016

Knowledge & Skills

Certifications

- Google Analytics Individual Qualification / Power Users / Tag Manager
- Adobe Analytics Business Practitioner
- Google AdWords Search / Mobile Certification

Specialised Knowledge

- Google Analytics 360**, GA4, GTM, BigQuery, Adwords, Trends **14 years**
- Adobe Analytics**, Audience Manager, Campaign, Target, AEP **5 years**
- Google Looker/Data Studio, PowerBI**, Qlik, Tableau, Flourish **8 years**
- Salesforce**, Rev.Up CDP, Eloqua, **Supermetrics**
- Optimizely, **SessionCam**, Contentquare, HubSpot **7 years**
- Google Ads, LinkedIn Ads, Meta Ads **6 years**
- Dataiku Data Science Studio(DSS), **SQL(advanced)**, **Python(competent)**
- S.E.O. / SemRush, Yoast, Screaming Frog, **Google Search Console**
- HTML5**, CSS3, **Javascript**, MySQL, FTP, Cpanel, Server Management
- Data Privacy / Cybersecurity training – **OneTrust** compliance



Languages Greek, English, Spanish

Facebook Page: [Physics by Valmis](#) (+40.000 fans, +1.000 conversations, est. 2008)

Efficiency, Communication, Prioritisation, Accuracy, Teamwork, Leadership

Interests

- Cycling
- Sci-Fi movies
- Mathematical novels



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