

STAVROS MAVROMMATIS

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Creative business graduate | Product, marketing, events and performance creative

PROFESSIONAL SUMMARY

Early career creative business candidate with practical experience across product support, event marketing, paid social creative, CRM/email, reporting and cultural programming. Recent Pyxi work covers the launch and running of a paid cultural events line, including acquisition campaigns, partner assets, guest operations and KPI reporting. Strongest fit: junior roles across creative technology, events, CRM, growth marketing and performance creative where fast asset production, commercial judgement and practical AI fluency matter.

CORE SKILLS

- Paid social and campaign creative
- Adobe suite: Photoshop, Premiere Pro, InDesign, Illustrator
- Modern generative AI tools for ad and content production
- CRM, HubSpot and lifecycle email
- Event curation and cultural programming
- Partner-facing assets and app cards
- Website/content updates and digital asset management
- Excel reporting, KPI tracking and performance analysis
- Community and guest operations
- Video editing, short-form content and production support
- Stakeholder communication and venue coordination
- Fast tool learning across creative, product and marketing systems

EXPERIENCE

Product Line Owner, Culture Edit

Feb 2026 - Present

Pyxi

London

- Launched Culture Edit, a paid cultural events line, from inception; curated 15+ London experiences and helped drive 70 paid ticket purchases with £600+ revenue in the first two months.
- Produced campaign assets, email banners, partner app cards, paid social variants and event materials using Adobe suite, rapid design workflows and modern generative AI tools.
- Supported acquisition activity across organic/social, paid tests and email, then converted performance data into weekly reporting and practical next steps.
- Coordinated product, marketing and operations work around event listings, guest flows, partner material, feedback loops and user journey fixes.

Community and Operations Intern

Nov 2025 - Jan 2026

Pyxi

London

- Supported live event and product operations across venues, partners, user messages, guest logistics, app testing and internal documentation.
- Contributed to CRM/email setup, HubSpot workflows, Slack coordination, QR feedback and early marketing automation for event users.
- Edited short-form UGC/video and prepared promotional stories, feedback assets and operational templates for repeated event use.

SELECTED PROJECTS

Website and Content Manager

Jan 2025 - May 2025

FilmPulse / Kaleidoscope Film Festival, University of York

York

- Managed website/content work for a student film festival project, including domain setup, site maintenance, digital assets and presentation graphics.
- Supported marketing and logistics for a 50+ attendee screening and networking event connected with Screen Yorkshire.
- Organised 3+ hours of documentary material and project evidence for reporting, presentation and stakeholder use.

Screen production and research work

2023 - 2025

University of York

York

- Edited and packaged *Off The Record*, a year-one live broadcast/screen production project with studio, interview, performance and credits material.
- Completed a 9,113-word dissertation on visual effects labour, studio power, unionisation, public perception and emerging AI pressure in film work.

Co-founder / Marketing Lead, MatchPoint

2021

Junior Achievement student venture

Thessaloniki

- Co-developed an IB-era venture for finding sports venues and teammates; owned marketing work, market research and business plan inputs.
- Built a forecasted plan with year-one net profit of €19,893.86 and breakeven at 8 sports centres.

EDUCATION AND CERTIFICATIONS

- BA Business of the Creative Industries, University of York, 2:1, 2022 - 2025.
- International Baccalaureate, Anatolia College, 39/45 with 7/7 in Business Management, 2020 - 2022.
- HubSpot Sales Hub Software Certification, HubSpot Academy, 2025.
- Entrepreneurial Skills Pass Certificate, Junior Achievement, 2021.