

# John Kiskipelis

Greece

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## Summary

I am the founder of UpCommerce.gr, a digital agency that helps e-commerce brands accelerate their growth with advanced strategies and techniques.

As an e-commerce consultant, I work with clients from various industries, such as fashion, gaming, pharmacy, FMCG, and more, to create and implement effective digital marketing plans, optimize their conversion rates, automate their marketing processes, and leverage growth hacking methods.

I also provide PNL creation, omnichannel strategy, referral and affiliate marketing, loyalty programs, and advanced messenger marketing services.

Additionally, I am an adjunct instructor at René Descartes College, where I teach e-business and digital marketing to MBA students, and a mentor at GrowthMentor, where I share my expertise and insights with young professionals, startups, and e-commerce brands.

I am passionate about learning, teaching, and mentoring, and I enjoy delivering keynote speeches on topics related to e-commerce, performance marketing, and growth hacking.

Have a project in mind? Schedule a meeting:

[https://calendly.com/upcommerce\\_gr/30min](https://calendly.com/upcommerce_gr/30min)

I have worked in several projects with well established Companies and Startups, among them:

Fashion:

Sagiakos, sandalista.gr, emescorner, duomo.gr, body action, zakro shoes, julia bergovich (more and more), gioventu.gr, project shops, jack and jones, lou shoes, mourtzi, Anel fashion, base fashion, Veto SA (Fila, Arena, Saucony, Reebok, Umbro), Phoenix Distribution (Rains, Deha, Collectiva noir), New Cult, Hionidis Mankind

Kids:

boutique bebe, rosepoupee.gr, extan bebe, kidworld

Gaming:

Gamescom.gr, efantasy.gr, funbox

Finance, Banking & Insurance:

Mastercard, Cardlink, Revolut, Allianz, Mondial

Pharmacy & Pharmaceutical

ofarmakopoiou.gr, power pharmacy, pharmacy megastore, Christou1910, Abbott, Petsiavas, GSK

FMCG

SC Johnson, Nestle, Friesland Campina, Truebites, Septona, Lidl, Bibe Coffee, Fournos Theofilos

Auto:

Automotivo, Autoplus, Michelin

Food Delivery:

11888 Giaola, ekioskys.gr, boxed.gr

Loyalty platforms:

padu app, wadata

Energy:

NRG, Volton

Hotels:

Costa Navarino

Gambling:

OPAP

Home:

espiti.gr, nava.gr, estratos

Courier:

box now

Media:

ELLE

Cosntruction:

Kraft, Trakadas

Computer and supplies:

Hewlett Packard

Transportation:

Blue Star Ferries, aegean taxi

Cigarettes and smoke-free tobacco:

Papastratos - Philip Morris International (PMI)

Political Parties:

Potami

N.G.O.

Karaiskakio Foundation

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## **Education**

### **Mandoulides Schools**

high school

## Licenses & Certifications



### LinkedIn Marketing Solutions Fundamentals - LinkedIn

Issued Nov 2022 - Expires Nov 2024

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## Skills

New Business Development • Marketing • Digital Marketing • Business Strategy • E-Commerce  
Consulting • Online Advertising • Marketing Communications • Marketing Management • Business-to-Business (B2B) • E-Commerce