

Contact

6947868019 (Mobile)
dominikos@myroomieapp.com

www.linkedin.com/in/
dominikospritis (LinkedIn)

Top Skills

Large Language Models (LLM)
Artificial Intelligence (AI)
Machine Learning

Languages

English (Full Professional)
German (Limited Working)
Greek (Native or Bilingual)

Certifications

Apple Certified Sales Trainer
Apple Certified Sales Professional

Honors-Awards

Peak Performance Marketing Gold
Award for Pharmacy295
Peak Performance Marketing
Awards 2018

Dominikos Pritis

Founder - CEO @ MyRoomie | AI Product Engineer | Rising Startup
@ Startupper Awards 2023 | Dragon's Den GR | SEE Awards
Finalist | Redefining Co-living in Europe
Athens Metropolitan Area

Summary

Transitioning from a seasoned digital marketing professional to an entrepreneurial role has been a stimulating journey. As the Founder of MyRoomie, a trailblazing flat-sharing platform, I now channel my extensive experience in marketing and digital communication towards creating a solution that resonates with today's housing challenges.

The concept of MyRoomie sprang from my understanding of the digital market space and the shared economy model. Under my stewardship, the platform employs cutting-edge AI and ML technologies to streamline the process of finding compatible flat shares or roommates, while ensuring a safe and secure user experience through meticulous screening processes.

My past roles as Digital Marketing Manager, Marketing Director, and Head of Performance Marketing at various prestigious corporations and agencies have been instrumental in honing my skills. These roles endowed me with the ability to adapt, execute, and excel in diverse MarCom scenarios, an expertise that I now leverage to drive MyRoomie's growth and envision its expansion across Europe.

My proficiency extends, but is not confined to:

- Developing and executing holistic marketing strategies
- SEO, Performance, and e-Commerce Marketing
- Sales, Mentoring, Training, and Management
- Crafting engaging copy and content
- Analyzing market trends and consumer behavior to inform business strategies
- Fostering a culture of innovation and problem-solving within my team
- Engaging with stakeholders to build strong, enduring partnerships.

MyRoomie is more than a business; it's a mission to redefine the flat-sharing landscape by marrying technology with human-centric solutions. As I steer MyRoomie towards becoming the leading flat-sharing platform in the region, the learnings from my digital marketing odyssey continue to be the lighthouse guiding our strategic pathways.

Experience

MyRoomie

CEO - Founder

March 2023 - Present (3 years 1 month)

Athens, Attiki, Greece

As the Founder and CEO of MyRoomie, I am proud to lead a team that is building a unique flatsharing platform that addresses the needs of users in many EU countries. Our mission is to provide our users with safety, security, advanced matching, and ease of use, which we believe are crucial elements for a successful flatsharing experience. With a focus on innovation and user satisfaction, we are committed to filling the gap in the market and creating a platform that offers a seamless and enjoyable flatsharing experience. Join us on this exciting journey as we revolutionize the way people find and share living spaces in Europe.

entro314.labs

Founder & Principal AI Engineer

January 2025 - Present (1 year 3 months)

Athens, Attiki, Greece

Independent AI research lab building production tools and experimenting with AI applications for developer workflows. Focus on shipping real solutions while exploring emerging AI capabilities in coding, productivity, and human-centered design.

Freelance

Marketing and Ecommerce Strategist

June 2020 - June 2022 (2 years 1 month)

Served as a strategic advisor to multiple e-commerce businesses across Europe, driving sustainable growth through data-driven marketing strategies and operational excellence. Key accomplishments:

Developed and executed comprehensive growth strategies for 10+ e-commerce businesses, resulting in an average revenue increase of 40% within the first 6 months

Optimized marketing budget allocation and channel mix for clients with monthly ad spend ranging from €5K to €50K, achieving up to 30% improvement in ROAS

Implemented automated email marketing workflows and CRM strategies that increased customer lifetime value by an average of 25% across client portfolio

Designed and executed personalized mentoring programs for marketing teams, focusing on performance marketing, analytics, and growth strategies

Streamlined e-commerce operations through strategic consulting on tech stack selection, including platforms like Shopify, WooCommerce, and custom solutions

Industries served: Fashion, Beauty, Consumer Electronics, Health & Wellness

TechInGreek.com

Founder | Editorial Director

June 2010 - June 2022 (12 years 1 month)

- Creation, maintenance and start-up of one of the largest technology sites in Greece with many exclusivities,
- Participation in Google News and event coverage (e.g. TEDxAUEB)
- Social Media Marketing, PR communication with companies and manufacturers
- Community Manager, event organiser
- SEO / SEM

The Flying Pot

2 years

Business Unit Director

December 2018 - July 2020 (1 year 8 months)

- Created and managed a new business unit aimed towards Performance Marketing and Growth hacking
- Build and execute the growth strategy for existing clients
- Oversee and manage the ad campaigns and automations
- Expanding the client portfolio
- Presenting and pitching to new clients

Head of Performance Marketing

2018 - December 2018 (less than a year)

- Google adwords, create, manage, and fine-tune campaigns with multiple goals for multiple accounts and clients (Conversions, Impressions, Leads, Traffic) with A/B testing and create monthly reports
- Facebook ads, create, manage, and fine-tune campaigns using multiple audiences, goals and content format to achieve the goals with A/B testing, for multiple accounts and clients. Create monthly reports
- Manage eCRM software (Salesforce, Sprinklr) to monitor and manage social profiles effectively
- Brainstorm new creative ideas in both content and strategy for various clients and industries
- Monthly and custom reports using various reporting platforms (Sprout, Report Garden, Google Data Studio)
- Create presentations and pitch new proposals based on clients' needs
- Use Google Analytics and various reporting tools to analyze data and build actionable campaigns based on the best performing assets
- Planning and implementing ATL and BTL campaigns for various partners
- Won Silver award in Performance Marketing Awards for TGI Fridays "Mas kanate tsakwtous" campaign
- Managing a team of up to 7 people

KnowCrunch

Adjunct Instructor | Trainer

September 2018 - July 2020 (1 year 11 months)

Training and mentoring of both marketing and sales executives as well as new marketing professionals-to-be in categories such as:

- Influencer Marketing
- Performance Marketing
- Reporting
- Digital Marketing

Pharmacy295

Performance and Digital Marketing Manager

2017 - 2018 (1 year)

- Google adwords, create, manage and fine-tune campaigns with multiple goals (Conversions, Impressions, Leads, Traffic) with A/B testing
- Facebook ads, create, manage and fine-tune campaigns using multiple audiences, goals and content format to achieve the goals with A/B testing
- Create monthly reports

- Newsletter and automations – create newsletters day to day and implement automations to achieve the maximum conversions possible with A/B testing
- SEO – target specific keywords and build traffic through on-site and off- site SEO
- Communicate with the agency to plan, design, and execute various campaigns
- Use Google Analytics and various reporting tools to analyze data and build actionable campaigns based on the best performing assets
- Won golden award for performance (google adwords, facebook ads and newsletter) in Peak Marketing Awards 2018

MAD TV

Marketing Director

2015 - 2017 (2 years)

- Annual Marketing Plan (TV/Radio/Digital)
- Monitoring and tweaking the implementation of the Marketing Plan
- Create concepts and plan the promo activities for commercial partners
- Marketing Plan for Events (Bud Made for Music, MadWalk, Mad VMA)
- Digital Marketing Plan (Social Media, Newsletter, Site etc.)
- Community management
- Copywriting
- Press Releases
- Day to Day marketing calendar
- Planning and implementing ATL and BTL campaigns
- Managing a team of 3 people

VICE Media

Columnist

2015 - 2016 (1 year)

Xrisi Efkeria Group

Digital Marketing Expert

2015 - 2015 (less than a year)

- Create a digital marketing plan and define actions and timetable for its implementation
- Google adwords, create, manage, and fine-tune campaigns with multiple goals (Conversions, Impressions, Leads, Traffic) with A/B testing
- Create monthly reports
- Use Google Analytics and various reporting tools to analyze data and build actionable campaigns based on the best performing assets

- Copywriting (creative ideas, social media copies, email copies, newsletter copies, press release copies)
- SEO audit and keyword research to increase traffic
- Optimise Social Media Channels
- Facebook ads, create, manage, and fine-tune campaigns using multiple audiences, goals and content format to achieve the goals with A/B testing
- Create and manage Facebook and Twitter accounts
- Communication and collaboration with various departments of the group
- Email Marketing - Newsletters

Antenna

Internet Marketing Specialist

2013 - 2015 (2 years)

- Create a digital marketing plan and define actions and timetable for its
- Google adwords: create, manage and fine-tune campaigns with multiple goals (Conversions, Impressions, Leads, Traffic etc) with A/B testing
- Create monthly reports (123playgames.gr, astrologos.gr, netwix.gr, perfectdate.gr, happymom.gr)
- Copywriting (creative ideas, social media copies, email copies, newsletter copies, press release copies)
- SEO audit to increase traffic and conversions
- Optimize Social Media accounts (Facebook, Twitter)
- Facebook ads, create, manage and fine-tune campaigns using multiple audiences, goals and content format to achieve the goals with A/B testing.
- Create, manage, and supervise Facebook and Twitter channels for various projects of the group implementation
- Communication and collaboration with sections of the group (TV, Creative, Sales)

iSquare SA - Apple Authorised Distributor for Greece & Cyprus

Sales Team Coordinator

2010 - 2013 (3 years)

- Managing a sales team
- HR, recruitment training of new sales employees
- Building from scratch the official blog and manage its content
- Internet and social media marketing and promotions
- Forecast and order management

Apple

Apple Sales Trainer // Training Specialist

2009 - 2010 (1 year)

- Managing a sales team
- HR, recruitment training of new sales employees
- Building from scratch the official blog and manage its content
- Internet and social media marketing and promotions
- Forecast and order management

Rainbow SA

Store Manager

2008 - 2009 (1 year)

Athens

Store Manager @ Apple Demo Center

Education

University of Liverpool

Bachelor's degree, Computer Science