

KONSTANTINOS BOUNATSOS

EDUCATION

**BACHELOR OF BUSINESS,
MAJOR IN ENTREPRENEURSHIP**
2022-2025
International University
Of Applied Sciences, GE

CHINESE LANGUAGE
2022-2023
Chinese Culture University

**PARTIAL STUDIES,
AUTOMATION ENGINEERING**
2016-2017
International Hellenic
University GR

COURSES

Become a Product Manager | Udemy
LaunchX: Becoming an Entrepreneur | MIT
Fundamentals of Digital Marketing | Google

SKILLS

Core Skills:

Complete Product Lifecycle,
Product Strategy, Hypothesis
Testing & Validation Customer
Interviews, Personas, SCRUM &
Agile Methodology, Market
Research, Digital Marketing,
Design & UX Principles

Product & Design Tools:

Figma, balsamiq Wireframes, Canva

Organizational & Productivity Tools:

Jira, Asana, Trello, Excel, Powerpoint,
Word, Excel, PowerPoint, G Suit

NOTABLE READS

- Hooked
- Inspired
- The Lean Startup
- The Innovator's Dilemma

EXPERIENCE

REAL ESTATE CONSULTANT

2021-12 - 2022-07

Golden Home

- Generated sales leads using CRM, cold calling, and strategic real estate ads, resulting in a 30% increase in lead conversion rate.
- Conducted thorough needs assessments with clients, providing tailored real estate solutions that surpassed expectations and resulted in a 25% increase in client satisfaction.
- Prepared comprehensive Current Market Analysis (CMA) reports to educate clients on their property's market value and equipped them with data-driven insights for informed decision-making.
- Acted as a trusted advisor, educating clients on the current real estate market, industry processes, and procedures to ensure a smooth buying or selling experience.

BUSINESS DEVELOPMENT MANAGER

2017-09 - 2019-03

Day & Night Stores Ltd.

- Spearheaded the online sector of the business and successfully managed the e-commerce platform, resulting in a 28% increase in online sales revenue.
- Directed the creation and design of user-friendly e-commerce platforms utilizing Wix and WordPress, optimizing user experience and enhancing conversion rates.
- Developed and implemented SEO strategies, significantly improving website ranking and visibility, resulting in a 50% increase in organic traffic.
- Managed daily e-commerce operations, including order fulfillment, inventory management, and customer service, ensuring seamless online shopping experiences.

AWARDS

"Huayu Enrichment Scholarship (HES) Awardee - 2022

- For Chinese language studies in Chinese Culture University

"First of the First" Award - 2017

- Awarded by the President of the Greek Republic, Prokopios Paulopoulos for outstanding performance in the National Hellenic Exams 2016.

LANGUAGES

Greek - Native | Simplified Chinese - B1

English - C2 | Traditional Chinese - A1



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Bounatsos.com