

Despina Polyviou

Owner & Founder of MindPsyche Marketing Consultancy

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Professional Profile

Professional Consumer Behaviour and Marketing Consultant, Owner and Founder of MindPsyche Marketing Consultancy Company. Empowering businesses on envisioning the marketing evolution by harnessing the power of digital accelerated growth through unlocking valuable digital analytics and leverage data driven strategies leading to innovative, substantial and distinctive growth. Building success with flexible and responsive transformation of every challenge to an intellectual navigation of new growing opportunities and the significant importance of achieving goals and objectives through innovative strategic planning and strategies. Growing social media growth by reflecting on the consumer evolution and highlight the competitive advantage of business digital innovation and core competency regarding social media management. Engaging on the ultimate evolution through professional navigation defining innovative growing opportunities with teamwork transformation and the empowering resilience of dedicated growth. Acknowledging the David vs Goliaths' story where Avant-Garde approach is motivation sign for evolving and growing more being never in a comfortable zone.

Education

Sept 2014 – July 2017

BSc Consumer Behaviour and Marketing

University of Reading, United Kingdom

Grade 2:1 (Dissertation 1st Class)

Experience

Nov 2023 – Present

Founder & Owner

MindPsyche Marketing Consultancy, Nicosia, Cyprus

- Embrace, Evolve and Revitalize marketing strategies for all clients.
- Supported, Guided and Assisted clients on their needs to achieve their goals resulting in a 30% increase in their growth rates.
- Actively conducting market research with clients once a month to get valuable insights regarding Consumer Behaviour for each campaign per month and solve consumer problems.
- Created and developed digital marketing strategies that helped 3 clients grow by 20% in today's ever-evolving digital world.
- Identify Industry trends to stimulate higher consumer demand.
- Expertise team worked relentlessly to ensure that all clients were in the best hands with every week communication throughout the consultation process.
- Developed content marketing and improved Social Media Management of eight clients resulting in 50% increase on social account followers.
- Helped 10 clients on Web Design, Product Design, Brand Design and Mobile App Design resulting in an increase of 15% in sales.
- Liaise with every client to reach their full potential and meet their needs and objectives.

Personal details

Website

mpmconsultings.com

LinkedIn

linkedin.com/in/despina-polyviou-ab0002151

Skills

Consumer Behaviour & Psychology Insights

Advanced Knowledge of Market Research & Analysis

Strong Analytical Thinking Skills

Responsive Web Design & Development

Outstanding skills on Digital Marketing Strategies

Create & Enhance Social Media Content

Strategic Marketing Consultancy

Expert Skills on Social Media Management & Advertising

Professional on META Ads Manager

Expert on META Technologies (META PIXEL & CONVERSIONS API FOR AD CAMPAIGNS)

Innovative Business Growth Strategies

Generative AI in Social Media Marketing

Customer Relationship Management

Web & Google Analytics

UX Research

Advanced in ADOBE XD & FIGMA

UX Designing (Mobile App Design, Prototype, Product Design, User-centered Design)

Science & Psychology of Exercise, Nutrition & Fitness Training

Usability Testing

SWIFT Programming Language

Digital Marketing & IT Associate

April 2018 – May 2020

HLB Cyprus, Nicosia, Cyprus

- Designed, built or maintained websites, content creation tools, management tools and digital media increasing traffic rates by 20%.
- Managed all social platforms creating and posting content e.g. Instagram, Facebook, LinkedIn, Twitter) that led to 2k new followers.
- Designed and edited Webpage Content that resulted on PPC increase.
- Interpreted Web Analytics evaluating marketing campaigns that boosted website page views by 25%.
- Monitored security system performance logs to identify problems and notify security specialists. Increasing security measures firmly.
- Initiated software or hardware evaluation for recommended improvements or upgrades that increased productivity by 5% per month.
- Performing and ensuring proper installation of operating systems and software for 15 laptops and more.

Digital Marketing Assistant

Oct 2017 – April 2018

Alphamega Hypermarkets, Nicosia, Cyprus

- Social media Management and lead to 15% engagement increase through strategic content creation and target audience management.
- Conducted market research and interpret results to enhance future marketing strategies.
- Created engaging content and SEO targeted content resulting on 20% increase on website's page views and Pay-Per-Click (PPC) respectively.
- Identified new opportunities and engaged new audience through market research results by analyzing more than 100 market research reports.
- Liaised with Digital Marketing Manager for more engaging social media content resulting in 10k new followers.
- Collaborated with designers enhancing branding strategies and product designs that led to 12% increase in total demand.
- Performed newsletter content and enhanced distributed means that boosted online marketing's engagement.

Marketing Executive

Sept 2017 – Oct 2017

Sollatek, Slough, United Kingdom

- Performed, developed and evaluated marketing strategies based on knowledge of establishment objectives, market characteristics,
- Identified value propositions and key messages for company's marketing campaigns.
- Identified target audiences and devised campaigns to match target demographics and optimize results.

Achievements

META Certified Digital Marketing Associate

Meta



December 2024

Certificates

META Social Media Marketing Professional Certificate

Coursera



December 2024

Science of Exercise

Coursera & University of Colorado Boulder



December 2024

UX DESIGNER GOOGLE CERTIFICATE

Coursera & Google



August 2023