



Margo Spiliopoulou

Fashion Marketing Manager | Sustainability Strategist

📍 London, UK

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Languages

English (Fluent)

French (Basic)

Greek (Native)

Italian (Basic)

About

Welcome to my profile! I am a driven and creative professional with a strong background in fashion marketing and a profound commitment to promoting sustainability within the fashion industry.

Fashion Marketer: Leveraging my expertise in fashion marketing, I have successfully contributed to the growth and brand development of a sustainable sportswear company. I excel at creating engaging marketing campaigns and strategies that resonate with target audiences.

Sustainability Advocate: Equipped with a Master's degree in sustainability management and innovation, I am dedicated to integrating sustainable practices into every facet of the fashion industry. I strive to drive positive change by promoting eco-friendly materials, ethical production, and circular economy principles.

Creative Mind: From a young age, I discovered my passion for artistic expression through fashion design. This creative spark continues to drive my innovative approach to problem-solving and strategic thinking, allowing me to bring fresh ideas to the table.

Collaborative Team Player: I thrive in collaborative environments and value the power of teamwork. Throughout my career, I have built strong relationships and collaborated with like-minded individuals and organizations, all with a shared vision of creating a more responsible and impactful future.

Impact-Driven: I believe that the fashion industry has the power to make a lasting difference. By combining my marketing expertise, creative mindset, and passion for sustainability, I am committed to driving positive impact and fostering change within the fashion landscape.

Open to exciting opportunities where I can leverage my expertise in fashion marketing, sustainability, and creativity to drive impactful change within the fashion industry. Let's connect and explore how we can make a positive difference together!

BRANDS WORKED WITH



Experience



● Sustainability Researcher

Kanopi | Jan 2023 - May 2023



● Marketing Manager

GSA Sport | Jan 2022 - Jan 2023

Developed and executed marketing proposals, editorial calendars, and campaigns, leading to a 68% year-over-year impact increase. Coordinated creative planning, graphics, and copywriting for timely material delivery.

Managed Sponsorships & Brand Collaborations across social media, print, and events.

Successfully implemented a 3-month pre-store-opening marketing plan, resulting in a 25% increase in brand awareness.

Oversaw budgets and performance tracking, achieving a 20% ROI growth.



● Marketing Coordinator

GSA Sport | Jan 2021 - Jan 2022

Generated Social Media content that authentically portrayed the brand voice, resulting in a 15% increase in Instagram followers within 9

months.

Crafted SEO-friendly copyrighting content to enhance online visibility.

Contributed to e-shop redesign and website content, streamlining user experience.

Directed all aspects of photoshoot planning and execution.

Revamped sustainable retail packaging and apparel hang tags for enhanced brand identity.

- **Assistant Brand Manager**

Benrubi S.A. | Jan 2020 - Aug 2020

- **Marketing & Communication Coordinator**

Chief Kids Wear | May 2018 - Jan 2020



- **Marketing & PR Intern**

Mary Katrantzou | Jan 2017 - Jun 2017

- **PR & Wholesale Intern**

DSQUARED2 SPA | May 2016 - Jul 2016

- **Event Assistant**

Benaki Museum | May 2014 - Jul 2014



- **“Support Greek Fashion” Event**

H&M | Oct 2013 - Oct 2013

Styling & Photography Competition- 3rd Place Award

Education & Training

2022 - 2023 ● **University of Westminster**

MSc Sustainability Management and Innovation,

2019 - 2019 ● **Hellenic American Union**

Content Marketing Academy,

2015 - 2018 ● **University for the Creative Arts**

First Class BA Fashion Management and Marketing,

2014 - 2015 ● **University for the Creative Arts**

UAL Level 3 Foundation degree in Art & Design,

2012 - 2014 ● **Ionios School IBDP**

International Baccalaureate,

2012 - 2014 ● **Topos Ekfrasis**

Foundation in History of Art & Photography,