

Marianthi Kreatsoula

Business strategy · Marketing & brand leadership · Creative practice

61

B2B & B2C businesses

Experience across businesses · 2021–2025

16

Website projects led

Including PDPAOLA & S.D. Theofylaktos

6

E-shops within those projects

Included in the website total

Professional scope

Marianthi Kreatsoula works at the intersection of business strategy, marketing, growth and creative thinking. Her experience spans marketing and brand leadership, positioning, market entry, business development, e-commerce, demand generation and long-term brand development. She is developing an approach to Strategic Business Diagnosis & Transformation, alongside art-based and systemic experiences for organisations.

Business diagnosis & transformation

A developing approach to patterns, constraints, opportunities and directions for change.

Growth & business development

Market entry, partnerships, negotiation, e-commerce and demand generation.

Art-based & systemic development

An evolving practice exploring movement, creativity, connection and organisational change.

Marketing & brand leadership

Brand positioning, integrated marketing, B2B and B2C strategy, communication and digital ecosystems.

Creative strategy

Brand identity, creative direction and coherent photography, video and communication systems.

DEVELOPING PRACTICE

A developing approach for founders and businesses facing challenges that are not always easy to define. It looks for patterns, inconsistencies, hidden constraints and untapped potential, then translates those findings into priorities, positioning, decisions and directions for change.

DIGITAL PROJECT LEADERSHIP

Website project leadership includes PDPAOLA and S.D. Theofylaktos. These are project-management and coordination credits, not personal software-development claims.

MARIANTHI

[LinkedIn](#) ↗ [Instagram](#) ↗ [Facebook](#) ↗

NOT AN AGENCY

[LinkedIn](#) ↗ [Instagram](#) ↗ [Facebook](#) ↗

Professional profile and selected project record. Not a complete employment-history CV.

Selected project record

S.D. Theofylaktos

2022–2024

DayOne Growth Igniters · Strategic Marketing & Brand Leadership

End-to-end marketing leadership connecting the brand, acquisition and a four-property digital ecosystem.

26.7× Return on ad spend

Corporate-gifting paid lead generation

Fullah Sugah

2025–2026

Not An Agency · Brand Strategy, Creative Direction & Growth Leadership

Connecting positioning, language, art direction and production into one recognisable fashion identity.

+64.5% Instagram reach · **+100%** Instagram content interactions

Reported comparison in the portfolio

Wingrass

2024

DayOne Growth Igniters · End-to-End B2B & B2C Marketing & Growth Leadership

Connecting acquisition, customer education and the website into a sales-oriented ecosystem.

22.3× Return on ad spend

Paid activity · 2024 engagement

PDPAOLA

2024

DayOne Growth Igniters · Market Entry, E-commerce & Omnichannel Launch Leadership

Coordinating an international brand's Greek market entry, e-commerce and omnichannel launch.

Greek launch

Pre-launch and launch only. Post-launch results outside scope.

VIOPOL S.A.

2022–2024

DayOne Growth Igniters · End-to-End Industrial B2B Marketing & Brand Leadership

An industrial brand's expertise translated into a more relevant B2B presence.

≈176% Organic LinkedIn community growth · **≈54%** 2023 organic impressions above the annual target

Early 2023 through the end of 2024

Mirabilia Boutique Hotel

Since 2022

Not An Agency · Brand Strategy, Creative Direction & Hospitality Content Leadership

Long-term creative stewardship, a consistent hospitality identity and selective low-budget amplification.

≈390K Instagram views · **≈136K** Instagram reach

From August 2023; end date not specified

Creative practice

Dance and movement are central to her creative development and, increasingly, her professional direction. They shape how she understands presence, connection, rhythm, relationships, and the dynamics of teams and systems.

She is developing experiences for organisations that explore how movement and other artistic practices can support creativity, connection, leadership and meaningful organisational change.

Source: supplied Brand ID & Portfolio. Portfolio-reported results, not an independent audit. ROAS is not ROI or profit. Fullah Sugah comparison dates and the Mirabilia reporting end date are not specified. Full context and project credits are included in the online case studies.