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CV

Bill Kirtsos

Creative Director, Graphic Designer, UX/UI Designer, Marketere, Music Producer and AI Expert



Name: Bill Kirtsos



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Summary

I am a highly **versatile creative professional** with **over fifteen (15) years of experience in the Creative Industry**. As a Creative Director, Graphic Designer, UX/UI Designer, Audio Engineer, and Marketer, I have developed a **diverse skill set** in **managing complex creative projects** from concept to delivery, always ensuring they align with business goals. My expertise spans **graphic design, UX/UI design** and **video production** with strong emphasis on detail.

I also **specialize in audio production** and music **composition**, having produced original content for various media platforms while managing the operations of **my recording studio in Thessaloniki, Greece**. In addition, I bring **extensive experience in digital marketing, leveraging AI tools** to streamline workflows, enhance creativity, and generate innovative solutions for client projects. My entrepreneurial journey includes founding a 360° marketing agency and co-founding an online event booking platform, where **I led operations and drove strategic growth**.

Fluent in Greek and proficient in English, I pride myself on being able to **communicate effectively and lead cross-functional teams**. My **passion for creativity**, combined with **technical expertise, strategic thinking**, and **problem-solving skills**, makes me a valuable asset in any creative, digital, or multimedia-driven environment.

Skills

- **Creative Project Management:** Proven expertise in managing end-to-end creative projects, from concept development to final execution, while ensuring timely delivery and alignment with client goals. Skilled in coordinating cross-functional teams, balancing creativity with business objectives, and adapting to changing project needs. Strong ability to manage budgets, timelines, and resources efficiently, ensuring high-quality results in fast-paced environments.
- **Graphic Design:** Skilled in Adobe Photoshop, Illustrator, and InDesign. Expertise in creating visual content for digital and print media, including logos, labels for products, posters, banners, flyers, business cards and more. Strong understanding of print production processes and colour management.
- **UX/UI Design:** Expertise in designing user-friendly interfaces and creating seamless user experiences. Proficient in wireframing, prototyping, and user testing using tools like Figma.
- **Website Development:** Skilled in building and customizing WordPress websites, using themes, plugins, and custom code to create responsive, SEO-optimized, and user-friendly sites. Experience in e-commerce integration, site optimization, and content management to maintain and enhance website functionality and aesthetics. Good understanding and use of HTML and CSS.
- **Audio Production:** Proficient in Ableton Live, Steinberg Cubase, Adobe Audition and Audacity. High expertise in music composition, sound design, recording, mixing, and mastering for various media, including podcasts, video content, and promotional materials.
- **Video Production & Editing:** Skilled in Adobe Premiere Pro. Experience in pre-production, shooting, editing, and post-production processes.
- **Animated Graphics:** Very good knowledge of Adobe After Effects for creating motion graphics and simple 2D animations.
- **Photography:** Skilled in digital photography, photo editing, and retouching using Adobe Lightroom and Photoshop.
- **Digital Marketing:** Proficient in developing and executing digital marketing strategies across social media, email marketing, SEO, and SEM. Experienced in analyzing data to optimize campaigns and drive conversions.
- **Artificial Intelligence (AI) Tools:** Experienced in leveraging AI-powered tools to enhance creative workflows, streamline processes, and deliver innovative solutions. Proficient in utilizing AI for design automation, content generation, data analysis, and user experience optimization. Skilled in integrating AI technologies to drive efficiency, improve decision-making, and deliver cutting-edge results across various creative projects.

Professional Experience

2019 – September of 2024 | **BLOMWE - 360° Digital Marketing Agency** @ Thessaloniki (Greece)

Owner, Graphic Designer, UX/UI Designer, Website Developer (Wordpress), Music Producer, Content Creator, Social Media Manager, Digital Marketer and AI Master

- Managed overall operations of the agency, coordinated with clients, led project planning, and ensured the delivery of high-quality services while handling multiple creative roles.
- Created visually engaging designs for digital and print media, including branding, advertisements, and promotional materials, ensuring a consistent and appealing visual identity.
- Developed user-centered interfaces for websites and applications, optimizing user experiences through intuitive navigation, layout, and functionality.
- Built and maintained responsive, SEO-optimized websites using WordPress, customizing themes, plugins, and layouts to meet clients' needs.
- Produced original audio content, including jingles, background music, and soundtracks for marketing campaigns, enhancing the emotional and auditory appeal of media.
- Developed engaging and creative content for websites, blogs, and social media platforms, tailoring messages to target audiences and campaign goals.
- Managed and grew social media channels, developing strategies for increasing engagement, overseeing content calendars, and monitoring analytics to optimize performance.
- Planned and executed comprehensive digital marketing strategies, including SEO, SEM, email marketing, and paid advertising, to drive traffic, conversions, and brand awareness.
- Utilized artificial intelligence tools to streamline creative processes, automate repetitive tasks, and generate data-driven insights to enhance content creation and marketing efforts.

2013 – 2020 | **Stagebands.com** @ Thessaloniki (Greece)

Co-Founder, CEO, Creative Director, Spokesperson, UX / UI Designer of an Online Music Event Booking Platform

- Played a key role in establishing the platform, overseeing its conceptualization, business model development, and securing initial funding and partnerships.
- Led the strategic direction and overall management of the company, overseeing operations, driving growth initiatives, and ensuring long-term sustainability.
- Directed the creative vision for the platform, managing branding, marketing campaigns, and ensuring a cohesive aesthetic across all channels and materials.
- Acted as the public face of the company, delivering presentations, handling media relations, and representing the platform at industry events and meetings.
- Maintained ongoing communication with artists and event hosts, understanding their needs, building strong relationships, and facilitating successful collaborations on the platform.
- Designed user-friendly interfaces for the platform, ensuring a seamless user experience for both event organizers and attendees.
- Developed and implemented social media strategies to promote the platform, grow its audience, and increase engagement through targeted content and campaigns.
- Produced engaging content, including blog posts, social media updates, and marketing materials, tailored to resonate with the platform's target audience.
- Edited promotional videos, event recordings, and marketing materials, ensuring high-quality visual content aligned with the platform's branding and objectives.

2012 – 2016 | **Jam Studio** @ Thessaloniki (Greece)

Co-Owner, Studio Manager & Host, Creative Director, Music producer, Sound Engineer and Junior Graphic Designer

- Co-managed the studio's financial planning, and business growth strategies, contributing to its overall development and success.
- Led the artistic vision for the studio, ensuring creative excellence across all projects, from album production to studio branding and promotional campaigns.
- Managed day-to-day studio operations, scheduled recording sessions, and hosted artists, ensuring a professional and welcoming environment while facilitating smooth project execution.
- Produced and directed the recording of music projects, guiding artists creatively and technically, and helping them achieve their desired sound.
- Provided technical expertise in live rehearsals and audio recording sessions, handling equipment setup, sound mixing, and mastering to deliver high-quality audio output.
- Assisted with the creation of visual content for promotional materials, album covers, and digital media, ensuring the studio's brand and client projects had a cohesive visual identity.

Sales Person

- Assisted customers in finding products and provided product information.
- Answered questions regarding prices, promotions, and product availability.
- Processed sales transactions at the cash register, including handling cash, credit cards, and other forms of payment.
- Issued receipts and managed returns, exchanges, and refunds according to store policy.
- Maintained accurate records of sales and transactions.
- Stayed informed about the features and benefits of products sold in the store.
- Been able to explain product details to customers and suggest alternatives if needed.
- Ensured the store was clean, organised, and visually appealing.
- Restocked shelves and ensured products are properly displayed.
- Monitored inventory levels and reported any shortages or issues to management.
- Handled customer complaints and issues in a professional and courteous manner.
- Ensured customers have a positive shopping experience.
- Worked with other team members to meet sales targets and maintain store operations.
- Assisted in training new sales staff.
- Communicated effectively with supervisors and coworkers.
- Participated in inventory counts and audits.

2000 – 2021

Creative Director, Music Band Founder & Leader, Composer, Lyricist, Vocalist, Musician & Video Producer

The Kakapos (Music Band), Amontarista Plana (Music Band), Skeptical Bill (Solo Artist) @ Serres & Thessaloniki (Greece)

- Oversaw the artistic vision of the band, shaping the overall aesthetic and branding, from stage design to album artwork and promotional materials.
- Established and led the band, managing team dynamics, setting goals, and coordinating rehearsals, recordings, and performances.
- Composed original music, crafting melodies, harmonies, and arrangements to create a distinctive sound and atmosphere for the band.
- Wrote meaningful, engaging lyrics that aligned with the band's message, tone, and musical style, enhancing the emotional impact of the music.
- Delivered dynamic vocal performances in live settings and recordings, ensuring the expression of the band's message and sound through voice.
- Played various instruments during rehearsals, recordings, and live performances, contributing to the band's musical arrangements and overall sound.
- Directed and produced music videos, overseeing everything from concept development to post-production, ensuring the visual content aligned with the band's identity and creative goals.

Education


School


I attended all the required school classes for 12 years and graduated in 2006 with an average overall score.

University


I studied from 2007 to 2011 at the School of Administration and Economics, Department of Economic Sciences, at the International University of Greece in Serres, Central Macedonia.

Other Skills

 **Languages:** Greek (Native Language), English (Intermediate to Advanced Level), Swedish (Beginner Level)

 **Communication:** Polite, Sincere, Body Language Reader, With Empathy

 **Music Instruments:** Guitar, Bass, Drums / Percussion

 **Driving licence:** A, B

Portfolio

Please visit <https://bill.blomwe.com> to view a selection of my work, including digital and print graphic design samples, video projects, audio productions, motion graphics and website construction projects.

References

Available upon request.