ARISTOTELIS GEORGIOS KOSTOPOULOS

Creator-economy strategist. I write, research and plan for YouTube channels with millions of subscribers, and I track the sponsor reads on 10M+ videos.

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Greece · remote or relocate

6.7M+	100×	10M+	0 → 27K
SUBSCRIBERS ACROSS CHANNELS WORKED WITH	MOON · 10K → 1M+ SUBSCRIBERS	YOUTUBE VIDEOS IN ATLAS	COMMUNITY MEMBERS GROWN

I work on the business of YouTube. I have worked with channels that have 6.7M+ subscribers between them, on research, scripts, hooks and full production. Before that I ran digital marketing at JoinByte AB in Sweden and grew two gaming communities from nothing to 27,000 members. On the side I run ATLAS, a dataset that attributes the sponsor reads on 10M+ YouTube videos. My training is in economics, and for five years I have helped run the International Economics Olympiad, from juror to Academics Officer. Open to creator-economy strategy and insights roles in 2027.

EXPERIENCE

2025 → NOW · SHENZHEN · BAKU

INTERNATIONAL ECONOMICS OLYMPIAD

Academics Officer (OT)

- Business Case (OT) jury 2022 and 2023, Head of Jury (OT) 2024–2025, Academics Officer (OT) since 2025.
- Mentor and pay knowledge forward to the next IEO cohorts.

NOW · SIDE PROJECT

ATLAS

Founder · YouTube sponsorship data

- Built a corpus of 10M+ YouTube videos with segment data to the second, and a pipeline that names the brand behind each read: 913,621 so far.
- Publish the findings for talent and influencer agencies; the full September 2026 report goes to agencies who ask.

2021 → 2022 · REMOTE

MOON

Researcher, scriptwriter, video planner

- Joined at 10K subscribers. The channel passed 1M in 2023 and has 1.8M today.
- Wrote and produced the Disney, Netflix, Jeff Bezos, YouTube and Twitch essays.

2022 → 2023 · SWEDEN · REMOTE

JOINBYTE AB

Digital Marketing Director

- Ran SEO and paid campaigns on Google, Reddit, Meta, Instagram and LinkedIn.
- Trained new staff and brought in multiple new clients.

2022 → 2023 · PIRAEUS

FINANCE CLUB UNIPI

Head of Marketing

- Led a full digital rebrand, and had finclub.vip live within the first week.

2019 → 2022 · REMOTE

EFRAG & POWERFPS

Head of Community Growth

- Grew Efrag from 0 to 7K members and PowerFPS from 0 to 20K.
- Recruited and trained moderators; ran community events. Efrag was acquired by JoinByte.

EDUCATION

University of Piraeus
BSc Economics
2021 → 2026

Università di Napoli Federico II
Erasmus, Economics and Statistics
2024

Ionideios School
Honors graduate, Economics and Computer Science
2014 → 2021

HONORS

Silver (second place), Hermes economics competition
Athens University of Economics and Business · 2021

Hellenic team representative
International Economics Olympiad · 2021

STRENGTHS

- YouTube growth and retention research
- Video essay structure and scriptwriting
- Sponsorship and brand-partnership data
- SEO and paid acquisition
- Community growth and moderation
- Economics and statistics

CHANNELS

Internet Anarchist	1.87M
Magnates Media	1.86M
Moon	1.8M
Design Theory	812K
Crumb	431K