ARISTOTELIS GEORGIOS KOSTOPOULOS

Creator-economy strategist. From growing channels 100×, to tracking the sponsor reads on 10M+ YouTube videos.

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Greece · remote or relocate

100×	10M+	913,621	0 → 27K
MOON · 10K → 1M+ SUBSCRIBERS	YOUTUBE VIDEOS IN ATLAS	SPONSOR READS ATTRIBUTED	COMMUNITY MEMBERS GROWN

I work on the business of YouTube. I helped take Moon from 10,000 to over a million subscribers as its researcher and scriptwriter, and I now run ATLAS, a dataset of 10M+ YouTube videos that attributes every sponsor read to the brand that paid for it. My training is in economics, and I have spent five years on the International Economics Olympiad, from juror to Academics Officer. Open to creator-economy strategy and insights roles in 2027.

EXPERIENCE

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.

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.

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

MOON VIDEOS

Why Disney Is Collapsing
1.9M views

Why I Hate Jeff Bezos
1M views

The Evil Business of Twitch
408K views