

Digital Marketing & SEO Specialist

Strategic Thinking, Beyond Marketing.



Name	Alex Alali
Located	London, UK
E-mail	contact@alexalali.com
Phone	(+44) 7534 702 279
Website	alexalali.com
Connect	LinkedIn Profile

Digital marketing specialist with a diverse skill set encompassing branding, web design, SEO, and creative media production. Passionate about combining technical expertise with creativity to deliver impactful marketing solutions that stand out in competitive markets.

Languages: English (Fluent), German (Native), Greek (Native)

Key Skills

Digital Marketing	SEO & Content
Email Marketing	Social Media Strategy
Performance Marketing	Brand Storytelling
B2B Marketing	Analytics & Reporting
Project Management	Web & Graphic Design
WordPress Development	Video & Audio Production

Tools & Software I Use

- **Web Development:** WordPress, Elementor, WooCommerce, HTML, CSS, Make.io, Bubble.io
- **Graphic & Video Editing:** Photoshop, Davinci Resolve, Runway, Midjourney
- **Audio Production:** Ableton Live
- **SEO & Analytics:** SEMrush, Ahrefs, Google Analytics & Console, Doppinger, SimilarWeb, Keywords Everywhere, AnswerThePublic
- **Project Management:** Trello, Notion, Miro
- **Communication & Email:** Slack, Mailchimp
- **Forms & Integrations:** Contact Form 7, Google Workspace
- **AI Tools:** ChatGPT, Midjourney, Runway

Experience

2024 – Remote, Greece

Branding, Web Design & Digital Marketing – VoltBuild EV (2024)

- Developed brand identity and user-focused websites using WordPress and HTML/CSS.
- Led SEO, PPC, and social media campaigns to boost visibility and customer engagement.

2023 – Present, London, UK

Managing Director – PixelPro Solutions LTD

- Founder and Managing Director, overseeing all projects, driving strategic planning, client relationships, and digital project execution.
- Managed each project to align with client goals, fostering loyalty and growth.

2021 – 2023, London UK

Interactive Media & Audiovisual Tutor – Parkview Academy

- Empowered students with Autism in Interactive Media, fostering creativity and technical skills.
- Guided learners through NCFE Level 1 to Level 4 certifications, building confidence and industry skills.

2020 – 2021, London UK

Web Design & Creative Media Production –Freelancer for Music Labels

- Enhanced record label digital presence through web design and creative media production.
- Developed websites to boost conversions, produced promotional videos, and managed content for increased traffic.

2019 – Present, London UK

Project Manager & Marketing Lead – Underground Talent

- Developed an underground music platform, leading content strategy, marketing, and community growth.
- Shaped brand identity, executed digital campaigns, and built a loyal audience.

2014 – 2016, Mannheim, DE

Sales & Lead Rep – Deutsche Telekom

- Specialized in cold outreach, consistently achieving lead generation and sales targets.
- Built rapport with customers, converted leads to clients, and drove revenue growth.

2013 – 2014, Mannheim, DE

Team Leader – Mercedes Daimler Benz

- Led production teams to ensure quality and efficiency in manufacturing.
- Streamlined workflows, reduced errors, and maintained production standards.

2012 – 2013, Greece

Mandatory Military Service

- Advanced from Corporal to Sergeant, leading teams under high-pressure conditions.
- Gained experience in logistics, crisis management, and strategic planning.

Education & Professional Development

2008 - 2012

Athens, Greece

Audio & Acoustic Engineering Diploma

- Expertise in audio engineering, recording, mixing, and mastering.
- Studied acoustics, sound design, and music marketing, using industry tools like Photoshop, Dreamweaver, HTML, and CSS.

2016 - 2018

Music Technology & Live Performance Diploma (A2)

- Trained in live performance, DJing, VJing, and music production.
- Developed skills in complex audio-visual systems and technical precision in high-pressure environments.

In Progress

OMCA Certification for Digital Marketers

- Completed course, exams in progress.
- Deepening expertise in content creation, SEO, and data-driven strategies to strengthen digital marketing skills.

2020 - 2024, Other Certifications

Accumulated certifications in key areas, including:

- Digital Marketing Foundations
- Content Marketing
- Business Development
- Google Ads Training
- Generative AI for Digital Marketers
- SEMrush Backlink & Local SEO Management

Future Professional Development

- Advanced Coding: Deepening knowledge in Python, Java, and JavaScript.
- AI & Machine Learning: Pursuing certifications in AI technologies.
- Web3 & Blockchain: Exploring decentralized tech applications.
- Leadership & Project Management: Enrolling in leadership courses.

Ready to Take the Next Step?

[E-mail](#) [Phone](#) [LinkedIn](#) [Profile](#)