

## Digital Marketing & SEO Specialist

Strategic Thinking, Beyond Marketing.



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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?

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