

FIRST NAME LAST NAME

Thessaloniki, Greece | +30 69X XXX XXXX | email@example.com

[LinkedIn](#)

SUMMARY

Digital marketing specialist with 6+ years of experience across performance campaigns and organic growth. I combine analytical thinking with hands-on execution, owning strategy, budget and creative end to end. Focused on measurable results that move commercial targets.

WORK EXPERIENCE

Retail chain

Thessaloniki, Greece

Digital Marketing Specialist

03/2021 – Present

- Manage Google Ads and Meta campaigns on a €15,000 monthly budget, improving ROAS by 25% year over year.
- Built the content plan for three social channels, growing organic reach by 40% in six months.
- Coordinate a team of two and an external creative agency.
- Own monthly performance reporting in GA4 and Looker Studio for senior management.

Food & beverage company

Thessaloniki, Greece

Marketing Assistant

06/2018 – 02/2021

- Supported trade shows and promotional campaigns across three cities.
- Ran the content calendar and newsletters for a 12,000-contact base.
- Designed the move from manual sends to automated email flows, cutting preparation time by 30%.

EDUCATION

Aristotle University of Thessaloniki — BSc, Economics

2018

SKILLS

Performance Marketing: Google Ads, Meta Ads, GA4, Looker Studio

Content & SEO: SEO, Copywriting, Email Marketing, Canva

LANGUAGES

Greek (Native), English (Proficient, C2)

CERTIFICATIONS

Google Ads Search Certification | 2025