

# Georgia Dristila

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Dynamic marketing manager with 6+ years of hands-on B2B digital strategies, driving awareness, engagement, and conversions. Proficient in designing and executing campaigns to meet business objectives and deliver measurable results. Experienced in large budget management. Easy-going and fun team player with strong communication skills.

## WORK EXPERIENCE

### **Immersive Fox • London, United Kingdom • 11/2023 - 04/2024**

Generative AI SaaS

#### **Head Of Marketing • Full-time**

- Increased user acquisition by 74% through targeted Google Ads in 4 months.
- Decreased CPA costs by 30% through optimizing paid campaigns bidding strategy, in 2 months.
- Increased website traffic by 80% through website migration planning & strategic SEO implementation, resulting in higher customer engagement and improved online visibility.
- Strategically revamped email marketing campaigns, resulting in a 20% increase in CTR specifically from the targeted audience.

### **Noble & Precious • Sydney, Australia • 01/2023 - 05/2023**

Australian Jewelry Brand

#### **Digital Strategist Consultant • Board**

- Identified market trends, competitors and conducted SWOT analysis.
- Identified buyer personas, contributed to brand positioning and messaging, increasing brand recognition and differentiation in the marketplace.

### **SPACE44 • Munich, Germany • 09/2022 - 11/2022**

Staff Augmentation and Recruitment Services

#### **Marketing Consultant • Board**

- Provided marketing consultancy and suggested best practices for business growth.

### **Bluebell • Athens, Greece • 01/2017 - 09/2022**

B2B Digital Marketing Agency

#### **Marketing Manager • Full-time**

- Implemented SEO for 40+ clients, resulted in placing them in excellent organic positions and an average 50% rise in online visibility.
- Increased client's brand awareness through Social Media strategy by 45%, resulting in higher product demand.
- Increased lead generation and revenue by over 40% through the creation of UX-friendly website mock-ups and optimization of the buyer's journey.

## **Dristilas S.A. • Athens, Greece • 09/2012 – 01/2016**

Jewelry & Bridal Co

### **Marketing Manager • Full-time**

- Arranged promotions on TV & radio spots on popular channels resulted in boosted brand fame and a 30 times increase in sales results within 1 week.
- Partnered with well-known influencers to promote new products, leading to rapid growth in market share.

## **EDUCATION**

### **Cardiff University**

Bachelor in Marketing & Business Information Systems • Wales • 01/2004 – 12/2008

### **National & Kapodistrian University Of Athens**

Supplementary Education in Web Development & Html • 01/2021 – 12/2022

Supplementary Education in Branding • 01/2021 – 12/2022

### **Laikon University**

Supplementary Education in Communications • 01/2020 – 12/2021

## **Languages**

**English** Fluent C2

**Greek** Native

## **CERTIFICATIONS**

### **Inbound Marketing**

HubSpot

### **Digital Marketing**

HubSpot

### **On-Page and Technical SEO**

SEMrush

### **Google Ads Search**

Google

## **SKILLS**

A/B Testing, Affiliate Marketing, Bid Management, Budget Allocation, Calendaring, Channel Management, Content Creation, Data Analysis, Digital Marketing Strategy, Email Marketing, Google Analytics, Integrated Marketing, KPIs setting, Marketing Funnels, Media Buying, Paid Campaigns, Pitching, SEM, SEO, Social Media Marketing, Strong Communication Skills, Tooling