



# KOSTAS CHATZIAFRATIS

DIGITAL MARKETING EXPERT

📍 11143, Athens  
☎ +306944246382  
✉ kostas.chatziafratis@gmail.com

## ABOUT ME

Born in 1985 and raised in the island of Lesbos.

Studied Information Technology in AUEB (Athens University of Economics & Business) and graduated in 2009.

Actively working in the Digital Marketing business since 2011.

I am personally responsible for more than 100 succesful projects and 50 happy clients in the past 8 years of my experience.

Married to a lovely wife, father of a little princess.

## FOLLOW ME

Website:

<https://kostas-chatziafratis.gr/>

LinkedIn:

<https://www.linkedin.com/in/kostas-chatziafratis-b6bbb361/>

## LANGUAGE

● ENGLISH

● GREEK

## WORK EXPERIENCE

### SOCIAL ACTIVE

Jun 2019 - May 2020

#### Managing Director (Contract)

Responsible for acquiring & maintaining clients. Creating Social Media strategy for clients. Coordinating team of professionals. Wordpress Development for clients' websites ([www.ipirotikopelexas.gr](http://www.ipirotikopelexas.gr)),

### SOTIRIS GAVRIIL OBESITY SURGEON

Apr 2014 - Present

#### Digital Marketing Manager & Website Creator (Freelancer)

Creation of Wordpress website [www.sgavriil.gr](http://www.sgavriil.gr)  
Responsible for website traffic growth.  
Buyer of ad space in Greek websites.  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights and creating monthly reports.  
Creation and community management of social media pages (Facebook, Google+, YouTube).  
Responsible for ad budget management (targeted FB Ads).  
Creation of video interviews (YouTube videos).  
Creation of online slideshows at SlideShare.

### HANDAX SA

Jun 2012 - Apr 2018

#### Commercial Development Manager (Contract)

Setting up commercial policy. Negotiations with advertising companies, media shops and customer companies for selling advertising space.  
Monitoring editorial teams. Monitoring design & creative.  
Responsible for website traffic growth, innovation and market research.  
Creation of website promotion (Banners, Facebook contests, etc).  
Creation of partnerships with other websites.  
SEO & Google AdWords Specialist .  
Community management of social media pages (Facebook, Twitter, Pinterest).  
Responsible for ad budget management (targeted FB Ads).  
Administrator of Google DFP (DoubleClick for Publishers) & Google AdSense.  
Responsible for affiliate marketing (Forestview, Linkwise).

### OUZERI «LESVOS» RESTAURANT

Apr 2014 - Present

#### Online Community Manager (Freelancer)

Creation and community management of facebook page.  
Responsible for ad budget management (targeted FB Ads).  
Administrator of official Trip Advisor page.

**STRATIS GABRIEL  
PLASTIC SURGEON**  
Jan 2015 - Present

**Digital Marketing Manager (Freelancer)**

Responsible for website traffic growth.  
Buyer of ad space in Greek websites.  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights and creating monthly reports.  
Creation and community management of social media pages (Facebook, Google+, YouTube).  
Responsible for ad budget management (targeted FB Ads).  
Copywriter of Content Marketing articles.  
Creation of video interviews (YouTube videos).  
Creation of online slideshows at SlideShare.

**CASA DI VOZ ITALIAN  
FURNITURE**  
Apr 2015 - Present

**Search Engine Optimizer (Freelancer)**

On-page & off-page SEO specialist of website casadivoz.gr.  
Monitoring Google Analytics and creating monthly reports.

**GEORGIOS PETSINIS  
ORTHOPEDIC SURGEON**  
Feb 2016 - Present

**Digital Marketing Manager & Website Creator (Freelancer)**

Design & Development of website [www.arthro-specialist.gr](http://www.arthro-specialist.gr) (WordPress).  
Responsible for website traffic growth.  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights and creating monthly reports.  
Creation and community management of social media pages (Facebook, Google+, YouTube).  
Responsible for ad budget management (targeted FB Ads).  
Copywriter of Content Marketing articles.  
Creation of video interviews (YouTube videos).  
Creation of online slideshows at SlideShare.  
Technical support of website (WordPress).

**DPM AGENCY**  
Mar 2016 - Present

**Courses Creator/Trainer & Digital Marketing Manager (co-Founder)**

Creation of Seminars: 1. Affiliate Marketing, Adsense & Income from Online source, 2. PPC – Adwords, 3. Email Marketing – Campaigns, 4. Google Analytics, Google Webmaster Tools & Tracking Tools, 5. Inbound Marketing.  
Seminar instructor of groups of 5-15 people, at the company's professional seminars.  
Design & Development of company clients' websites, such as: [www.prostho.gr](http://www.prostho.gr), [www.kallipateira.gr](http://www.kallipateira.gr), [www.tokapileio.gr](http://www.tokapileio.gr), [www.tazza.gr](http://www.tazza.gr), [www.vstrom.gr](http://www.vstrom.gr), [www.chezmimi.gr](http://www.chezmimi.gr), [www.agnostoi.gr](http://www.agnostoi.gr), [www.xtenomania-art.gr](http://www.xtenomania-art.gr), [www.charisisluxprint.gr](http://www.charisisluxprint.gr), [www.sea-ilakati.gr](http://www.sea-ilakati.gr), [www.kyklosmathisis.gr](http://www.kyklosmathisis.gr), [www.mr-mobile.gr](http://www.mr-mobile.gr), [www.dpm-agency.gr](http://www.dpm-agency.gr)  
Community management of company clients' Facebook pages, such as: Tazza Wine Bar & Bistro, Kallipateira Restaurant, Chez mi-mi Bistro, KEK Logica, KEK Eyklidis, Karnayo.gr, Ikastikos-kiklos.com, S.Oliver Greece, You & Eye Tzanetakis Optics, TopCycles.gr, Autoplanet.gr, Xenios Zeus Restaurant, Melia Athens Hotel, Nostos Expo 2017, Panos & Cressida Love for Life

Google AdWords specialist of company clients, such as: Kapola.gr, Karnayo.gr, lkastikos-kiklos.com, Autoplanet.gr, TopCycles.gr, You & Eye Tzanetakis Optics

**HEALTHY MARKETING**  
Jun 2018 - Present

**Website Creator (Freelancer)**

Wordpress Development for clients' websites (www.healthymarketing.gr, www.healthyblog.gr, www.georgiospothitakis.gr, www.gpanousis.gr, www.theodorospiperos.gr, www.anastasioskarandreas.gr, www.pkyriakogonas.gr, www.ioanniskoutras.gr),

**PALESTRA WELLNESS CLUB**  
Apr 2019 - Present

**Digital Marketing Manager & Website Creator (Freelancer)**

Design & Development of website www.palestrawellnessclub.gr (WordPress). Responsible for website traffic growth, SEO & Google AdWords specialist. Monitoring Google Analytics & Facebook Insights and creating monthly reports.. Community management of Facebook & Instagram pages.

**WHITE SPACE AGENCY**  
Jul 2019 - Present

**Website Creator (Freelancer)**

Wordpress Development for clients' websites (www.tyopotrust.gr/back-to-school, www.zenius.gr, www.valentinabamia.gr).

**TEACUPS AGENCY**  
Sep 2019 - Present

**Website Creator (Freelancer)**

Wordpress Development for clients' websites (www.leridis.gr)

**ATHENS CATERING**  
Nov 2019 - Nov 2019

**Website Creator (Freelancer)**

Design & Development of website www.athenscatering.com (WordPress).

**HOT HOT BURGER BAR**  
Mar 2018 - Mar 2019

**Digital Marketing Manager & Website Creator (Freelancer)**

Design & Development of website www.hothot.gr (WordPress). Responsible for website traffic growth, SEO & Google AdWords specialist. Monitoring Google Analytics & Facebook Insights and creating monthly reports.. Community management of Facebook & Instagram pages.

**KIPOPEDIA PLAYGROUND**  
Aug 2016 - Mar 2019

**Website Creator/Admin & Online Community Manager (Freelancer)**

Design & Development of website www.kipopedia.gr (WordPress). Community management of company's social media pages.

**GEORGES' WILMINGTON RESTAURANT**  
Feb 2019 - Feb 2019

**Website Creator (Freelancer)**

Design & Development of website www.georgeswilmington.com (WordPress).

**DIMITRIS' GYRO GRILL**  
Jan 2019 - Jan 2019

**Website Creator (Freelancer)**

Design & Development of website

**ELITE ESTATES**  
Mar 2018 - Nov 2018

**Digital Marketing Manager (Freelancer)**  
Responsible for website traffic growth, [www.eliteestatesdiamond.com](http://www.eliteestatesdiamond.com), [www.eliteestatesgold.com](http://www.eliteestatesgold.com).  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights and creating monthly reports..  
Community management of Facebook & Instagram pages.

**FITPHARMACY.GR  
ONLINE PHARMACY E-SHOP**  
Jan 2018 - Sep 2018

**Digital Marketing Manager (Freelancer)**  
Responsible for website traffic growth: [shop.grandpharmacy.gr](http://shop.grandpharmacy.gr).  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights and creating monthly reports.  
Community management of social media pages (Facebook, Twitter)..  
Creation of targeted Newsletters using Moosend.  
Technical support of websites (Magendo).

**HANDAX SA  
(M.S.STASSINOPOULOS  
GROUP OF COMPANIES)**  
May 2012 - Apr 2018

**Commercial Development Manager (Contract)**  
Setting up commercial policy. Negotiations with advertising companies, media shops and customer companies for selling advertising space.  
Monitoring editorial teams. Monitoring design & creative.  
Responsible for website traffic growth, innovation and market research.  
Creation of website promotion (Banners, Facebook contests, etc).  
Creation of partnerships with other websites.  
SEO & Google AdWords Specialist .  
Community management of social media pages (Facebook, Twitter, Pinterest).  
Responsible for ad budget management (targeted FB Ads).  
Administrator of Google DFP (DoubleClick for Publishers) & Google AdSense.  
Responsible for affiliate marketing (Forestview, Linkwise).

**HILL+KNOWLTON  
GREECE**  
May 2012 - Apr 2018

**Online Community Manager & Search Engine Optimizer (Freelancer)**  
Community management of company clients' Facebook pages: Gillette , EKO, Athenian Brewery, Famous Grouse.  
Off-page & on-page SEO of company clients' websites: [moneypedia.gr](http://moneypedia.gr), [athenianbrewery.gr](http://athenianbrewery.gr), [myworld.gr](http://myworld.gr), [manamia.gr](http://manamia.gr), [hkstrategies.gr](http://hkstrategies.gr), [sec-aftoektimisi.gr](http://sec-aftoektimisi.gr).

**RELKON HELLAS**  
Feb 2017 - Apr 2018

**Digital Marketing Manager (Freelancer)**  
Responsible for website traffic growth, [www.relkon.gr](http://www.relkon.gr), [www.crispo.gr](http://www.crispo.gr).  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights and creating monthly reports..  
Community management of Facebook & Instagram pages.

**DOCTORS' HOSPITAL  
PRIVATE CLINIC**  
Apr 2014 - Jan 2018

**Digital Marketing Manager & Website Creator  
(Freelancer)**

Design & Development of website  
www.doctorshospital.gr (WordPress).  
Responsible for website traffic growth.  
Design & Development of website  
www.medassistnetwork.gr (WordPress)  
Design & Development of website  
www.healthnetwork.gr (WordPress)  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights  
and creating monthly reports.  
Creation and community management of Facebook  
page.  
Technical support of websites (WordPress).

**CANEPLEX DESIGN**  
Mar 2016 - Jan 2018

**Digital Marketing Manager (Freelancer)**

Responsible for website traffic growth,  
www.caneplex.gr.  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights  
and creating monthly reports..  
Community management of Facebook page.

**ANTZOULATOS SA**  
Dec 2017 - Dec 2017

**Website Creator (Freelancer)**

Design & Development of website  
www.antzoulatos.gr (WordPress).

**TESSERA PRINTS**  
Aug 2017 - Aug 2017

**Website Creator (Freelancer)**

Design & Development of website  
www.tesseraprints.gr (WordPress).

**MANDOU SPECIAL  
TREATMENT CENTER**  
Apr 2014 - Dec 2016

**Digital Marketing Manager & Website  
Creator/Admin (Freelancer)**

Design & Development of website www.mandou.gr  
(WordPress).  
Responsible for website traffic growth.  
Buyer of ad space in Greek websites.  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights  
and creating monthly reports.  
Creation and community management of social  
media pages (Facebook, Google+, YouTube).  
Responsible for ad budget management (targeted  
FB Ads).  
Copywriter of Content Marketing articles.  
Creation of video interviews (YouTube videos).  
Creation of online slideshows at SlideShare.  
Technical support of website (WordPress).

**COMPUPRESS S.A &  
ANUBIS PUBLICATIONS**  
Apr 2015 - Dec 2016

**Online Community Manager, Google AdWords  
Specialist, Website Creator/Admin & Seminar  
Creator/Trainer (Freelancer)**

Community management of company products'  
Facebook pages: Compupress, Anubis.gr, Anubis  
Kids, U! Girl, Περιοδικό Brava, Venus, F Magazine,  
Techzoom.  
Responsible for ad budget management (targeted  
FB Ads).  
Design & Development of website tourmarket.gr  
(WordPress).  
Google AdWords specialist for websites:  
Techzoom.gr & Tourmarket.gr.  
YouTube Ads Creation for U! Girl Magazine.

Administrator of Google DFP (DoubleClick for Publishers) & Google AdSense.  
Technical support of websites: Tourmarket.gr & Techzoom.gr (WordPress).  
Creator and instructor of 10-hours Seminar for Online Ad Space Selling, at company's salesmen & managers (28-30 July 2015)  
Creator and instructor of 3-hours Seminar for Hands-On Google Analytics, at company's marketing staff & managers (15 October 2015)  
Creator and instructor of 10-hours Seminar for Digital Marketing, at company's marketing staff (1-4 February 2016)

**STALOS.GR OLIVE OIL E-SHOP**  
Dec 2016 - Dec 2016

**Website Creator (Freelancer)**  
Design & Development of website stalos.gr (WordPress).

**PISCINA AZUL POOL & SPA CREATION**  
Aug 2014 - Aug 2016

**Digital Marketing Manager (Freelancer)**  
Responsible for website traffic growth: piscina-azul.gr.  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights and creating monthly reports..  
Community management of Facebook page.

**LERIDIS PRINTING SOLUTIONS**  
Feb 2015 - Mar 2016

**Digital Marketing Manager (Freelancer)**  
For websites printory.gr, entyposis.gr, easypost.gr και leridis.gr:  
Responsible for websites traffic growth.  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights and creating monthly reports.  
Community management of Facebook pages.  
Creation of targeted Newsletters using Mailchimp.  
Technical support of websites (Joomla).

**BERETTA HELLAS HUNTING EQUIPMENT**  
Apr 2015 - Jun 2015

**Website Creator (Freelancer)**  
Design & Development of website berettahellas.com (WordPress).  
Technical support of website (WordPress).

**GRANDPHARMACY.GR ONLINE PHARMACY E-SHOP**  
Sep 2013 - Feb 2015

**Digital Marketing Manager (Freelancer)**  
Responsible for website traffic growth: shopgrandpharmacy.gr.  
SEO & Google AdWords specialist.  
Monitoring Google Analytics & Facebook Insights and creating monthly reports.  
Community management of social media pages (Facebook, Twitter)..  
Creation of targeted Newsletters using Mailchimp.  
Technical support of websites (Magendo).  
Creation of Grandpharmacy Blog (Blogger).

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## EDUCATION

**ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS**  
2009

**Bachelor of Technology**  
Studied Computer Science in Athens University of Economics and Business (AUEB). Diploma Degree 7.12/10. Specialization in Information Systems and Management

## SKILLS

WORDPRESS



SOCIAL MEDIA



PPC ADS



GOOGLE ANALYTICS



GOOGLE ADS



EXPERT



MAILCHIMP



MICROSOFT OFFICE



MOOSEND



GOOGLE SEARCH CONSOLE



HTML



PHOTOSHOP



GOOGLE MY BUSINESS



ILLUSTRATOR



GOOGLE TAG MANAGER



YOUTUBE ADS



FACEBOOK



INSTAGRAM



SHOPIFY



GOOGLE ADSENSE



GOOGLE DFP



AWEBER



ADOBE XD



HOOTSUITE



BUFFER



SPRINKLR



EXPERT



JAVA



EXPERT



CSS



GOOGLE TRENDS



CANVA



CRELLO



ASANA



SLACK

