



George Yfantis

Digital Marketing & Strategy Manager

Currently working as PPC Product Manager in Greek Yellow Pages (Greek Digital Agency with up to 500 clients)

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www.giorgosyfantis.gr

Professional Experience

SEPTEMBER 2018 - PRESENT

Greek Yellow Pages (Digital Agency)

PPC Product Manager

- Managing a group of PPC Performance Specialists • Planning & organizing the weekly tasks of the team
 - Driving all required changes and additions product-wise for our company
 - Close monitoring of the competition (locally and beyond) to identify opportunities
 - Providing accurate revenue forecasts on a monthly basis
 - Reporting/Monitoring of all PPC accounts run by the team and ensuring team's productivity is always high
 - Mentoring/Training of the sales team on a regular basis
 - Develop the skills & knowledge of team through mentoring, supervision and feedback on performance
 - Product development (new products, case studies, new business initiatives)
 - Delegate to team members effectively and ensure an acceptable workload for each team member
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- Delivery of client accounts and pipeline 30%
 - Product development 30%
 - People management 40%

AUGUST 2016 - AUGUST 2018

Tripsta (Group of companies Tripsta - Airtickets - Travelplanet24, OTA)

SEM Specialist

Managing of large scale accounts (Google Adwords, Facebook Ads, Microsoft Bing) • Develop and Implement SEM Strategies according to most recent features • Collaborating daily with Google & Facebook Managers • Coordination with company's CMO • Market Research & Expansion of company in new Countries/Markets • Planning and Participating in company's KPIs • Optimization of Brands' Performance • Tracking/Evaluating Competition and provide efficient solutions • Continuous training on Travel Industry & New Technologies.

SEPTEMBER 2010 - MAY 2016

Hellas Marketing (Digital Agency)

Founder, Digital Marketing & Strategy Manager

Involving successfully in numerous companies of Greece: • According to KPIs, having a targeted approach through Brand Awareness, • Market Research and Competitive Analysis, • Tracking and Monitoring Goals, Digital Marketing Campaigns, Search-GDN-Social Media-Email Campaigns, • Identifying trends and insights in order to determine new opportunities and ensure optimum ROI. • Optimization of Brands' Performance. Also as Digital Strategist, follow Digital Marketing Strategy and Planning Framework (R.A.C.E.)

MAY 2014 - DECEMBER 2015

Fashionated Inc. (Startup Company)

Co-Founder, Digital Marketing Strategist

FEBRUARY 2007 - AUGUST 2010

Metagon Solutions (IT Solutions & Consulting)

Web & Digital Marketing Consulting

Education

MAY 2010

BSc Degree on Industrial Informatics

Eastern Macedonia and Thrace University of Technology

Title of Diploma: Engineer of Industrial Informatics

Thesis Title: "Development of education system for University of Belgium"

Achievements & Honors



Founder Institute Participant (Silicon Valley Accelerator)

Founder Institute is the world's largest entrepreneur training and startup launch program, helping aspiring founders across the globe build enduring technology companies. In the Founder Institute's four-month, part-time program, promising startup entrepreneurs "learn by doing" and launch a company through structured training courses, practical business-building assignments, and expert feedback from a large network of business mentors.



Google Partner Certification (AdWords, Analytics, Mobile, Video, Shopping, Digital Sales)

Google Partners and Certifications, is a system of Google, which guarantee that the Person which has passed those series of Tests, are Experts in managing Campaigns for other companies. Today many people manage AdWords Campaigns (advertising on Google), without having deep knowledge on how the advertising system works better for them, by Decreasing their Costs and Increasing their Quality and Performance.

[G Google Certifications Profile](#)



Google Events & Conferences

Since 2007, George has participated in plenty of Google Events such as:

- Online Webinars (over 1000 hours of attendance)
- International Conferences (with last on September 2019)
- National Events & Google Weeks (over 10 participations)
- Google Reviews and Educational Meetings

Last years Google has invite George in each upcoming event, with active participation and collaboration on Google. This is the fine place to meet people all over the world and exchange very interesting opinions.



HubSpot Inbound Marketing Certification

The Inbound Marketing Certification is a comprehensive marketing course that covers the core elements of the Inbound Methodology. This certification cover how SEO, blogging, landing pages, lead nurturing, conversion analysis and reporting come together to form a modern Inbound Marketing Strategy. HubSpot is the leading company of Inbound Marketing and has created HubSpot Academy.



GROW ONLINE Seminar (April 2016)

George created on April 2016 a Seminar on why and how to Grow Online a company, as resulted from his past years' experience. THIS unique presentation, cover a bunch of new fields that MUST take under serious consideration EVERYONE who build a Business Strategy. The presentation is Up-to-Date with latest Trends and Facts (2016), as well with a deep Analysis of Opportunities and Ways of Online Growth. Following this Presentation, attendees should take part on a very interesting Workshop.

- Learn more about: go.giorgosyfantis.gr

Skills & Areas of Expertise

Digital Marketing

Strategic Management

Product Management

Branding / Engagement

Team Leading

SEM Specialist

Account Management

Advisory / Consulting