

George Yfantis

CONTACT INFORMATION

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SUMMARY

Results-driven **AI Marketing & Operations Leader** with 15+ years of experience across agency, product, operations. Driving Performance Marketing, Product Innovation, AI Marketing and Business Growth in both agency and in-house environments. Proven track record of scaling digital operations, leading cross-functional high-performing teams and building delivery systems that improve speed and quality - including a **50% YoY increase** in company revenue, **40% reduction** in client response time and **55% improvement** in team productivity. Known for a data-driven leadership style, strategic foresight, and a passion for scalable marketing systems that deliver measurable impact.

EXPERIENCE

Jan 2025 – Nov 2025

Head of Growth & Client Strategy

Fussion Agency (Boutique Digital Agency)

- Leading client strategy end-to-end across Performance, Automation & CRM (plans, workstreams, outcomes)
- Managing client relationships and ensuring high-quality delivery across all service lines (excl. SEO & Web Dev)
- Contributing to business growth by participating in strategic decisions and company direction
- Supporting and mentoring new team members, fostering a collaborative and growth-driven environment
- Driving operational efficiency through workflow optimization and delivery cadences (Speed + Quality)

Nov 2023 – May 2024

Chief Operating Officer

ZonePage (Small Boutique Digital Agency)

- Leading of a 15 specialists Team including Performance, Content, Web Developers, SEO and Account Managers.
- Overseeing Day-to-Day Operations, including reporting, ensuring smooth operations across all departments
- Streamlined workflows and set operational policies to improve productivity and delivery consistency (Business Process Optimization)
- Built an Operating Model across departments to keep teams aligned and decisions moving
- Set Strategic Planning by helping shape the company's future direction in collaboration with company's CEO

Achievements

- Performed Profitability Analysis and achieved decreasing sources needed for future projects by 35%
- Built a Project time-tracking System to monitor each one and achieved decrease of Time needed by 25%
- Defined clear Product Roadmap Flows to follow each new Project and achieved a 30% increase on completion

Sep 2018 – Aug 2023

Head of Performance Marketing | Product Marketing Manager

(As Head of Performance Marketing, I lead the Performance Marketing Team, while as Product Marketing Manager, I was responsible for launching new Digital Products)

XO.gr (Digital Agency)

Head of Performance Marketing Team

- Leading a team of 9 Performance Marketing Specialists
- Led QBRs for Key Accounts (€100k+) turning insights into exec-ready decisions and next steps
- Fostering skill development of Team through mentoring, supervision, and performance feedback
- Reporting/Monitoring of all clients' accounts executed by the team (400+ clients)
- Track and report on key performance indicators (KPIs) to demonstrate the impact of Team members
- Attracted, recruited, and retained top talent in performance marketing, building a high-performing and motivated team

Achievements

- Client response time through process optimization, achieved a reduction of 40%
- Through clients' growth proposals, achieved increase of advertising budget by 30% to Top-Clients
- Team productivity through team performance analysis, increased by 55%
- Performance Marketing team increased since I led the Team by 200% (from 3 to 9 specialists)

Product Marketing Manager (Digital Advertising)

- Spearheaded new product development, including case studies and business initiatives
- Defined a compelling product vision and crafted a winning GTM strategy
- Discovered profitable business opportunities through thorough analysis of market trends
- Tracked competitor activity (local & global) to identify potential opportunities
- Developed and maintained strong client relationships, exceeding their expectations with measurable results
- Provided Mentoring/Training to the internal teams (Sales & Performance) on a regular basis

Achievements

- Launched 5 new major products, succeeding a 50% YoY increase on company's revenue
- Through tactical trainings to Sales department consultants, helped them reach their quarterly sales targets
- Reduced customer churn, achieving a consistent retention rate exceeding 80%

Aug 2016 – Aug 2018

SEM Specialist

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

- Managed and optimized paid search campaigns across platforms like Google Ads, Meta Ads and Bing Ads
- Monitored competitor activity and adjusted bidding strategies accordingly
- Optimized budget allocation to maximize return on ad spend (ROAS)
- Produced performance Insights and Reports for stakeholders to drive clear actions

Achievements

- Successfully launched SEM campaigns in 10 new countries, driving a 30% increase in bookings
- Maintained cost-per-acquisition (CPA) below €15 in focus markets (far exceeding industry benchmarks)
- Generated a 35% increase in mobile bookings through mobile-specific SEM campaigns

Sep 2010 – May 2016

CEO, Digital Marketing & Strategy Manager

(Managing my own Digital Agency, having also partners for different business units as Web Development or Senior Consulting)
Hellas Marketing (Digital Agency)

- Spearheaded the development and growth of this small agency from inception to a profitable business
- Built and nurtured a strong client base through Business Development, driving consistent revenue growth
- Analyzed market trends and client feedback to drive higher revenue as well to keep the agency competitive
- Led end-to-end client engagements ensuring quality delivery and stakeholder alignment

Achievements

- Grew the agency's client base by 150% within the first two years
- Achieved consistent year-over-year growth in profitability (maximum was 350% on 2014) and market share
- Achieved a 95% client satisfaction rate through exceptional service delivery

May 2014 – Dec 2015

Co-Founder, Digital Marketing Strategist

Fashionated Inc. (a Startup Company, created by participating on a global accelerator program "Founder Institute")

- Founded and led a technological startup revolutionizing online apparel platform through an innovative MVP & prototype
- Managed all aspects of the startup, including product vision, technology development, and team building
- Conducted market research to identify customer needs and refine the product offering
- Established strategic partnerships and collaborations to support product growth and market entry

Achievements

- Executed go-to-market strategies that successfully positioned the MVP for acquisition
- Led the startup through the successful acquisition, achieving a favorable exit strategy

EDUCATION

May 2010

BSc Degree in 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"

LANGUAGES

Greek
Native

English
Proficient

Italian
Proficient

SKILLS & AREAS OF EXPERTISE

Business Operations

Team Leadership

Strategic Planning

Process Improvement

Decision Making

Performance Marketing

AI Marketing / Automations

Agile Marketing

Business Development

Problem Solving

RECENT SEMINARS

Through the last years I have participated in numerous Product Management Conferences, Seminars, Courses, and Specializations on Product Management and Agile.

- [Digital Product Management: Modern Fundamentals \(University of Virginia\)](#)
- [Establishing Product-Market Fit \(University of Maryland\)](#)
- [Product Management: Building a Product Strategy \(LinkedIn Learning\)](#)
- [Advanced Product Marketing \(LinkedIn Learning\)](#)
- [Agile Marketing Foundations \(LinkedIn Learning\)](#)
- [Technical Product Management \(LinkedIn Learning\)](#)

CERTIFICATIONS

Google Partner Certifications (Google Ads, Analytics, Mobile, Video, Shopping, Digital Sales)

 [Google Certifications Profile](#)

Criteo Advertising Professional Certification

 [Criteo Advertising Certification](#)

HubSpot Inbound Marketing Certification

 [HubSpot Inbound Marketing Certification](#)

PARTICIPATIONS

Google Events & Conferences

Since 2007 participating in plenty of Google Events such as:

- Online Webinars (over 1000 hours of attendance)
- International Conferences (with the last in March 2024)
- National Events & Google Weeks (over 10 participations)
- Google Reviews and Educational Meetings

ProductCon 2021 (Product School)

 [ProductCon VIP Attendee](#)

Founder Institute Participant (Silicon Valley Accelerator)

FUTURE PLANS

Master in Business Administration

Hellenic Open University

New foreign language learning

Spanish (B2), starting on October 2026