

ELEFThERIOS POURNOS-GEORGIOU

Web Professional & Digital Marketer

+30 6947468444 | elefments@gmail.com | Athens, Greece | linkedin.com/in/elefpg | elefments.com

PROFESSIONAL SUMMARY

Web Professional & Digital Marketer with 8+ years of experience across paid social, SEO, WordPress development, and growth consulting. Proven track record managing Meta & TikTok campaigns, building client websites, and delivering measurable results for small-to-medium businesses. Comfortable owning projects end-to-end, from strategy to execution. Actively leverage AI tools to work faster, produce higher-quality output, and stay ahead of industry shifts.

WORK EXPERIENCE

Freelance Digital Marketer & Web Consultant

Self-employed, Athens, Greece | 11/2023 – Present

- Manage end-to-end Meta & TikTok ad campaigns for clients across various industries, from strategy and creative briefing to optimization and reporting
- Design and develop WordPress websites with Elementor, handling both front-end design and back-end configuration
- Provide SEO audits, content strategy, and on-page optimization to improve organic visibility
- Offer growth consulting to small businesses, identifying bottlenecks and recommending scalable digital strategies
- Integrate AI tools (Claude, ChatGPT, Midjourney) into daily workflows to accelerate content production, ad copywriting, and campaign analysis, cutting delivery time significantly without sacrificing quality

Growth Developer / Account Manager

GrowthRocks LTD, London, UK | 02/2023 – 03/2024

- Developed and maintained growth-focused landing pages and web experiences using WordPress & Elementor
- Implemented tracking infrastructure via Google Tag Manager and Mixpanel to support data-driven campaign decisions
- Automated marketing workflows using Zapier and ActiveCampaign, reducing manual effort across client campaigns
- Collaborated cross-functionally with marketing and dev teams in a remote-first, fast-paced agency environment

Co-Owner

Imagen Digital Agency, Athens, Greece | 08/2020 – 07/2023

- Co-founded and scaled a boutique digital agency serving local SMBs across web design, social media, and branding
- Led client acquisition, project scoping, and delivery across simultaneous engagements
- Managed a small team, handling task delegation, timelines, and quality control
- Oversaw agency operations including accounting, vendor relationships, and resource planning

EDUCATION

BSc (Hons) Computer Science

University of East London | Graduated 2021 | University Representative

Programming	Data Structures (Java), Advanced Programming (Java)
Web & Databases	Web Development (HTML, CSS, PHP), Database Systems (Oracle SQL)
Management	Project Management

Digital Marketing Intensive, Slead Academy Marathon

Slead Digital Agency | Nov 2024 – Jun 2025 | 24-week full-stack digital marketing program (theory + hands-on practice)

Google Ads	Search campaigns, Display advertising, Remarketing strategies, Campaign optimization
Social Media Advertising	Facebook & Instagram Ads, TikTok & Social Media Ads, Platform-specific strategies, Ad optimization
Email Marketing	Newsletter creation, Segmentation & Analytics, Lead Generation, Marketing Automations
SEO	On-page & content optimization, SEO fundamentals from a digital marketer's perspective
Google Analytics 4	Analytics reports, Segments & audience analysis, Admin & Settings
Reporting & Data Viz	Reporting tools & platforms, Data visualization, Client presentation skills

AI in Digital Marketing
Content Creation
Consulting & Growth

ChatGPT prompting, LLM models in marketing, Text-to-image tools, AI-powered automation
Facebook/Instagram & TikTok content, Video production, UI/UX for marketers, AI in content
Media planning, Growth strategies, Campaign optimization, Final presentations

SKILLS Anthropic - Claude Certified SEMrush Certified

Marketing & Advertising

Meta Ads Manager, TikTok Ads Manager, Google Ads, Email Marketing, SEO, Media Planning

Web & Dev

WordPress, Elementor, PHP, Python, HTML/CSS, Vue.js

Analytics & Tools

Google Analytics, Google Tag Manager, Mixpanel, ActiveCampaign, Zapier

AI Tools

Claude, ChatGPT, Midjourney, Perplexity, integrated into daily production & analysis workflows

Design & Other

Adobe Suite, MS Office & GSuite, Project Management

Soft Skills

Problem-Solving, Strong Communication, Team Work, High Creativity, Strong Work Ethic