

MARILENA VLACHOU

SOCIAL MEDIA & DIGITAL
MARKETING STRATEGIST

CONTACT

Athens, Greece
Remote · EU / Open to international teams
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[LinkedIn profile ↗](#)
[Creative Portfolio ↗](#)

CORE EXPERTISE

- Meta Ads & Google Ads
- Audience Targeting & Remarketing
- SEO & SEM
- Content Strategy & Planning
- Performance Analytics
- Landing Page Optimization
- A/B Testing
- Google Business Profile

CONTENT & CREATIVE

- Content Strategy & Creative Direction
- Campaign Concepts, Hooks & Scripts
- Short Form Video Editing
- Canva · CapCut · DaVinci Resolve
- Figma · Artist

TOOLS & AI

- Meta Business Suite · Metricool
- Google Analytics 4 · Search Console
- WordPress · HubSpot · MailerLite
- ChatGPT · Claude · Google Flow
- Notion
- ElevenLabs · Higgsfield
- Microsoft 365 · Google Workspace

EDUCATION

Bachelor (Hons), Dietetics
Queen Margaret University
2017 – 2021

LANGUAGES

Greek	Native
English	C2
German	B1
Italian	Beginner

PROFILE

Social Media & Digital Marketing Strategist with 6+ years of experience across paid media, SEO, content strategy and client communication. Experienced in agency and freelance environments, managing 30+ active client accounts across hospitality, automotive, wellness, travel and e-commerce. Combines audience insight, campaign data and hands-on content production to shape clear strategy, creative execution and measurable business outcomes.

SELECTED RESULTS

- ✓ **925K+ views** and 3,100+ new followers on a new client account in under 3 months.
- ✓ **€0.04 CPC** on Meta remarketing campaigns (5,000+ link clicks) and 39% lower cost-per-result on awareness campaigns vs. comparable ad sets.
- ✓ **4.6M+ impressions at a 3.08% CTR** on Google Ads campaigns, with an average cost per click of just €0.37.
- ✓ **30+ active client accounts** managed simultaneously across hospitality, automotive, wellness, travel and e-commerce.

EXPERIENCE

Performance & Digital Marketing Specialist · Likemedia.gr

Remote · 2024 – Present

- Lead end-to-end Meta Ads and Google Ads strategy for a 30+ account client portfolio, owning budget allocation, audience targeting and creative testing to drive measurable ROI.
- Plan and execute SEO-driven content strategy and short-form video production, translating brand pillars into consistent output across Instagram, TikTok, Facebook and YouTube.
- Monitor and analyze performance through Meta Business Suite, Ads Manager and Google Business Profile, converting data into weekly optimization decisions and client-facing reports.
- Partner directly with clients to align digital marketing strategy with business goals, acting as primary point of contact for campaign strategy and reporting.

Digital Marketing & Content Strategist · Freelance

Remote · 2019 – Present

- Develop social media growth strategies for client brands across travel, wellness, skincare, healthcare and nutrition, defining content pillars, posting cadence and content calendars.
- Ideate video and content topics, write copy and SEO-aligned content to support acquisition and conversion goals, serving as clients' primary point of contact on strategy and priorities.
- Edit short-form video content (reels, AI-generated content) with platform-specific captioning and storytelling, and create and schedule posts across channels.

Digital Marketing, SEO & Paid Media · AIO Services · Freelance

Remote · 2020 – 2024

- Built SEO strategy and authored website content for a full site rebuild, improving organic search visibility.
- Managed social media and Meta and Google Ads activity for agency clients across automotive, hospitality and travel, covering content coordination, audience targeting, campaign optimization and reporting alongside keyword research and on-page SEO.

Front Office Manager (Seasonal) · Cosmic Cruises General Tourist Office

On-site, Athens, Greece · 2018 – 2021

- Managed client communications, bookings and operational workflows across multiple channels, maintaining accuracy and efficiency during high-volume seasonal periods.
- Provided front-line customer service, ensuring timely, professional responses under pressure.
- Resolved booking issues and coordinated day-to-day operations to maintain smooth, consistent service delivery.

CERTIFICATIONS

Social Media Management Meta	Marketing Analytics Foundation Meta
Foundations of Digital Marketing and E-commerce Google	Introduction to Google SEO University of California, Davis
MBA Essentials University of Glasgow	Business Analysis & Process Management Coursera