



Berlin, Germany ▪ +49 1577 066 4506 ▪ hello@elenimiliou.com
www.elenimiliou.com ▪ www.linkedin.com/in/emiliou

ONLINE MARKETING CONSULTANT

Facebook, Instagram, Pinterest, Snapchat, LinkedIn

Google AdWords, Apple Search Ads, Taboola, Outbrain

services

- Marketing Strategy
- Channel Strategy
- Consulting Projects
- Interim Management
- Coaching & Mentoring
- Workshops & Training
- Sparring Partner
- Audits & Analysis
- Initial setups

experience

Self-Employed – *Online Marketing & Strategy Consultant*

JUNE 2017 – PRESENT

I work strategically with startups and digital agencies, to help them formulate a winning online marketing strategy for performance and paid social channels. I also execute tactical marketing campaigns, account audits, mentor & coach and help marketing and leadership teams increase the ROI from their advertising budget.

Smartly.io, Berlin – *Social Media Marketing Consultant*

JANUARY 2017 – JUNE 2017

Advised Germany's top online travel & eCom companies on how to run and optimize their Facebook & Instagram campaigns for optimal results. Responsibilities ranged from drafting up the marketing strategy for the client to troubleshooting day-to-day technical issues (e.g. pixel, MMP/SDK integrations, feed/catalog configuration etc).

- Clients include: SIXT, HolidayCheck, Urlaubspiraten, HelloFresh

Ingager, Berlin – *COO & Head of Marketing*

OCTOBER 2015 – DECEMBER 2016

Helped the Swedish social media agency set up their German business in Berlin from the ground up, by building and leading a team of 4, acquiring their first clients and leading up all marketing & events efforts. Full marketing budget and operations responsibility and accountability for campaign delivery and success. Initial set-up and campaign optimization of online marketing channels (Facebook, Instagram, LinkedIn, AdWords, XING).

- Clients include: Axel Springer, Shutterstock, Vitafy, Vinos.de, Tauro.de

AdRoll, Dublin – Brand Solutions Consultant

MAY 2014 – MAY 2015

Helped the American retargeting provider enter the German market successfully, by acquiring clients, training an outsourced team of sales agents, co-recruiting and coaching further 6 German-speakers to the team. Designed and ran a multitude of ROI-positive retargeting campaigns on various channels (Facebook, GDN, Display Networks, Affiliate Programmes) with a constant focus on tracking, analytics and conversion rate.

- Clients include: MyTheresa.com, Pink Box/BRIGITTE Box, MeineTorte.de

LinkedIn, Stockholm & Dublin – Marketing Solutions, Account Planner & Manager

MARCH 2012 – APRIL 2014

Stockholm: Campaign conception and execution, Social Media Planning, Research and Analytics for Marketing Solutions Sweden. In charge of competitor and market analysis, trend and customer reports and research. Advised several blue-chip clients on graphic creatives & formats, content marketing and social media strategy.

- Clients include: IBM, Ericsson, Finnair, American Express, SAS

Dublin: Internal transfer to help build the Mid-Market team from scratch at LinkedIn HQ. Worked with an array of clients to execute and optimize advertising programmes on LinkedIn and provide actionable data-based insights. I also trained and on-boarded a team of 12 and led cross-functional projects across Europe.

- Clients include: Twitter, Hootsuite, Marketo, Tableau, Sun Microsystems

Louder (part of Change.org), San Francisco – Social Media Strategist

JUNE 2011 – SEPTEMBER 2011 (*Internship*)

Analyzed target audience and created customer personas, utilizing interviews and focus groups. Set up and managed a multi-channel social media presence (incl. Twitter, Facebook and newly launched Google+). Created and ran ROI-positive AdWords campaigns and optimized conversion rates through continuous landing page A/B testing.

education

Stockholm School of Economics, MSc. in Marketing & Media Management 2009 – 2012

University of Sydney, MSc. in International Management (CEMS) 2010 – 2011

Universität Mannheim, BSc. in Business Administration 2006 – 2009

above & beyond

- **Boost Thyroid** – Strategy & Growth Advisor OCTOBER 2016 – PRESENT
- Published **Author** of '[Standing in the Way of Control: A Study on the Creation of Markets by Entrepreneurs](#)' – ISBN-10: 3848417952
- **Guest Lecturer** at the Stockholm School of Economics
- **Co-founder** of the independent TED event TEDxSSE4M

fluency

English (fluent), German (fluent), Swedish (C1), Greek (native)

Power Editor, Ads Manager, Pixel Helper, Smartly.io, AdRoll UI, Google Analytics, LinkedIn Ads, HubSpot, Salesforce.com, Apple Search Ads, Google Ads