| AlexKiriazisEcommerce Marketing Expert | horizontal lineAlex Kiriazis1838 W North Ave. Apt 2Chicago IL, 60622503.360.8490amkiriazis@gmail.com |
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| **ㅡ****Skills** | horizontal lineB2C ecommerce strategist, account manager, team leader, and project manager with specializations in online marketplace marketing (Amazon, Walmart, Instacart, etc.) and omni-channel strategy involving website optimizations, paid search and social, traditional media, and online marketplaces. Versatile marketer with in depth experience across many channels and industries, able to create robust and adaptable strategies to sell any product through all digital mediums. Account management background. |
| **ㅡ****Experience** | horizontal lineLogical Media Group / Marketplace Team ManagerJune 2020 - Present, ChicagoHired on as an Account Manager, then promoted to specialize in Amazon and online marketplace advertising and strategy. Promoted once more to lead and manage that team with goals to increase profitability and annual revenue while solidifying processes and team identity. Managing all accounts with Marketplace Services, most of which are omni-channel. Building cross channel strategies for ecommerce products to drive top line and/or bottom line growth. Working directly with CEO and sales team for outbound growth efforts. Additionally operate as a fractional CMO for clients looking for multi-channel marketing strategy. Creating and driving strategies involving paid search, paid social, SEO, UX, email, SMS, and marketplace. Key client grew 23% to over $8MM in top line sales after first year of working with them in this fashion.Thesis / Account ManagerSeptember 2019 - June 2020, PortlandClient Partner driving success in email marketing, performance marketing, and system integrations for Spotify, Taco Bell, Jordan, Nike Adventure Club, Nike Factory Stores, and Dollar Shave Club. Providing strategic and operational guidelines while managing large budgets and internal team members to ensure projects are delivered beyond expectations. Pitched and grew Taco Bell account by winning a contract to launch their new loyalty platform, increased revenue 28%.Sq1 / Sr Account ExecutiveSeptember 2017 - September 2019, PortlandClient partner for KinderCare Education, Petco, GoHealth, Beaverton Auto Group, and Museum of Pop Culture (among others). Started in 2017 as an Account Coordinator and got two promotions in as many years. Projects included website development and optimization, SEM/SEO, paid social campaigns, and creative branding. Utilized knowledge of cross channel marketing to drive clients to greater success. AHM Brands / Project CoordinatorMarch 2015 - June 2017, EugeneInternship turned part-time job though college. Responsibilities included project management, market research and analysis, and copywriting. Worked closely with Brent MacCleur, President of AHM. Accounts serviced included Papé Machinery, Coastal Farm & Ranch, Hop Valley Brewing, TrackTown USA, the Eugene Marathon, and the University of Oregon.  |
| ㅡEducation | horizontal lineBachelor of Business Administration (B.B.A.), MarketingMinored in Computer Information Technology2013-2017 |
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