



DIMITRA KARAGIANNIDI

DIGITAL MARKETING SPECIALIST & FREELANCER

CONTACT



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N. Filadelfeia, Athens, Greece

SUMMARY

Versatile Digital Marketing & Content Lead with 4+ years of experience bridging growth strategy, hands-on e-commerce web design, and creative execution. A true all-rounder with a founder's mindset, skilled in leading creative teams, designing/optimizing e-commerce websites, and building end-to-end multi-channel campaigns. Expert at streamlining content production lifecycles, driving brand consistency, and turning high-level business goals into high-converting web and ad assets.

WORK EXPERIENCE

Digimark S.A. — Customer Support Operations Manager

Feb 2026 – Present | Athens, Greece

- Managed daily customer support operations and client communications.
- Acted as the primary liaison between corporate B2B clients and internal teams, streamlining workflows to optimize overall service delivery.
- Handled high-volume inbound inquiries and complex requests, demonstrating strong crisis management and problem-solving skills under tight deadlines..

S. Nafpliotis ABEE — E-Shop & Digital Marketing Coordinator

Nov 2024 – Feb 2026 | Athens, Greece

- Launched and managed the brand's new e-shop in partnership with developers.
- Managed social media and digital marketing efforts.
- Tracked sales and implemented promotional strategies to increase visibility.

Estia Home Art S.A. — Digital Marketing & E-Commerce Coordinator

Oct 2023 – Nov 2024 | Athens, Greece

- Handled end-to-end management of digital marketing and social platforms.
- Produced content for the e-shop and product marketing (product descriptions, naming, visual campaigns).
- Ensured smooth daily operations and customer support for the B2B website.

Alter New Media — Remote, USA

Content Creator - Mar 2022 – Sept 2023

- Created social content calendars, newsletters, and blogs across industries.
- Mentored interns and helped shape creative direction for clients.

Project Manager - Feb 2022 - May 2022

- Liaised between teams and clients, keeping projects on track.
- Ran client meetings, addressed tech/social issues, and ensured smooth execution.
- Led and mentored a team of creative specialists (copywriters, design interns), coordinating production workflows and ensuring top-tier visual and textual brand alignment.

Influencer Marketing Coordinator - Feb 2021– Feb 2022

- Launched influencer campaigns and secured partnerships through research & outreach.



The Chili Project — Founder & Creative Director

- *Side Project* | *Sept 2025 – Present*
- Concept, branding & visual identity for apparel brand
- Creative direction for collections, photoshoots & content
- Social media strategy, content creation & community building
- End-to-end coordination (design, production, suppliers, launch)
- Designed, launched, and continuously managed the e-commerce website using WordPress

FREELANCE PROJECTS

Ongoing — Remote

Worked with clients in wellness, health, construction and many more industries.

Platforms included Instagram, TikTok, LinkedIn, newsletters, and blogs.

EARLIER EXPERIENCE

Virtual Assistant - Upwork (2023)

Photographer — Events Halls (2016–2020)

IT Internal Auditor Intern — Intralot S.A. (2019)

Promoter — Sales Promotion Center (2016)

EDUCATION

University of Piraeus — Dept. of Digital Systems (2015–2021)

CERTIFICATIONS & SEMINARS

- Google Digital Workshop: Fundamentals of Digital Marketing
- Udemy: Mega Digital Marketing A-Z
- Tech Talent School: Social Media Marketing
- Instagram: Grow Your Brand Online
- Kallitechnio: Artistic Photography Lessons

SKILLS

- Social media • Microsoft Office • Google Suite • SEMrush • Buffer • Mailchimp, Klaviyo
- Canva • Figma • Shopify • WordPress • Filmora • PHP, CSS, HTML, Javascript
- SoftOne • Asana • Monday • Notion • ChatGPT • Google Gemini

Native Language: Greek

Other Languages:

- English: C2 (Michigan University)
- German: B2 (Goethe Institut)
- Spanish: B1 (no certificate)

Driving Licence: Category B

SOFT SKILLS

- Communication • Creativity • Organization • Decision making • Perception / speed of learning
- Time management • Teamwork • Adaptivity

INTERESTS- HOBBIES

- Photography • Travel • Brand & Visual Design • Volunteering (participation in Erasmus+ program)