



DIMITRA KARAGIANNIDI

DIGITAL MARKETING & E-COMMERCE SPECIALIST

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Athens, Greece
(Open to relocate)

SUMMARY

Digital Marketing & E-Commerce Specialist with 4+ years across agency, B2B, and DTC environments. Hands-on experience owning e-commerce storefronts end-to-end — Shopify and WordPress site operations, product setup, content, and performance analysis — alongside content strategy, social media, and multi-channel campaigns. Founder of my own fashion apparel brand, where I manage the full operation, from creative direction to backend e-commerce management. Comfortable working with data and AI tools to turn insights into action. Freelance experience across wellness, health, and lifestyle industries adds range and adaptability.

WORK EXPERIENCE

Digimark S.A. (B2B IT Solutions Provider) - Customer Support Operations Manager

Feb 2026 – Present | Athens, Greece

- Managed daily customer support operations and client communications.
- Acted as a primary point of contact for corporate B2B clients, driving client satisfaction, account workflow streamlining, and crisis management under tight deadlines.

S. Nafpliotis ABEE (B2B Hunting equipment) - 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. (B2B Home goods) - 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).
- Managed daily marketing operations and support for the brand's B2B e-commerce platform.

Alter New Media (Digital Marketing Agency) - Remote, USA

Content Creator - Mar 2022 – Sept 2023

- Executed end-to-end content, social, and newsletter campaigns for multiple B2B & international agency clients across diverse industries.
- Mentored interns and helped shape creative direction for clients.

Project Manager - Feb 2022 - May 2022

- Managed agency-client communications, led client discovery & strategy meetings, and acted as the primary liaison between internal creative teams and client stakeholders.
- Led and mentored a team of creative specialists (copywriters, design interns), establishing agency production workflows and creative guidelines.

Influencer Marketing Coordinator - Feb 2021– Feb 2022

- Launched influencer campaigns and secured partnerships through research & cold 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 - B.Sc. in 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, Brevo
- Canva • Figma • Shopify • WordPress, Shopify • Filmora • PHP, CSS, HTML, Javascript
- SoftOne • Asana • Monday • Notion • AI tools (ChatGPT/Claude/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)