Dimitra Karagiannidi

Digital Marketing & E-Commerce Specialist

+30 694 665 1360 | dimitrakaragiannidi@gmail.com | Rotterdam, Netherlands
linkedin.com/in/dimitrakaragiannidi | dimitrakaragiannidi.com

SUMMARY

Digital Marketing & E-Commerce Specialist with 5+ years across agency, B2B and D2C. I combine e-commerce (launching storefronts, managing a 3,000+ SKU catalog), CRM and email automation (Klaviyo, Brevo, Mailchimp) and creative content, from ad creative and copy to photography and influencer campaigns. IT background (B.Sc. in Digital Systems), used to coordinating developers, agencies and creators.

EXPERIENCE

Founder & Creative Director
The Chili Project · D2C fashion brand | **Sept 2025 – October 2026**

- **E-commerce:** Built and ran the WooCommerce store end-to-end, from product taxonomy to checkout, reaching 10k+ users in its first year on a lean, ads-only budget.
- **CRM & Automation:** Set up automated abandoned-cart (3-step) and post-purchase flows in Brevo and sent regular email campaigns to the brand's customer list.
- **Growth: Ran** Meta ad campaigns reaching 136k+ users (landing page views from €0.08) and optimised SEO to rank on Google's first page.
- **Brand & Creative Direction:** Created the branding and visual identity, shot product photos and social content, and managed design, production and suppliers.

B2B Client Support & Operations Coordinator
Digimark S.A. · B2B IT solutions provider, Athens | **Feb 2026 – Sept 2026**

- **Client Support:** First point of contact for corporate clients by phone and email, routing support requests to the right consultant.
- **Ticket Management:** Managed support tickets in the ticketing system and handled client email communication in line with consultants' guidance.

Marketing Operations & E-Commerce Lead
S. Nafpliotis ABEE · B2B outdoor & hunting equipment, Athens | **Nov 2024 – Feb 2026**

- **E-shop Launch & Operations:** Co-managed the launch of the new B2C e-shop with external developers and agencies (21k+ sessions), then handled daily operations, including online order management.
- **Social Media:** Managed the brand's social media channels, planning and publishing content.
- **Campaigns & Content:** Produced all ad creative, copy and video scripts with an external agency; paid social drove 38% of site traffic. Wrote all website copy, product messaging and SEO metadata.
- **Email:** Set up and launched the company's B2B newsletter in Mailchimp, from the contact list and templates to regular sends to trade customers.

Digital Marketing & E-Commerce Specialist
Estia Home Art S.A. · B2B home goods, Athens | **Oct 2023 – Nov 2024**

- **Catalog & B2B Platform:** Managed the B2B e-shop and onboarding of 3,000+ SKUs via Entersoft ERP; set up B2B clients with online ordering and sales materials.
- **Agency & Partner Liaison:** Main contact for the digital agency (Sleed) and photographers, directing commercial shoots and brand assets.
- **Content & Creators:** Wrote product descriptions, naming, packaging copy, and TikTok scripts; briefed influencers and coordinated gifting and TV placements.

Alter New Media
Digital marketing agency (Remote, USA) | **Feb 2021 – Sept 2023**

Content Creator | Jan 2022 – Sept 2023
incl. Interim Project Manager, Feb – May 2022

- **Content:** Delivered end-to-end content, social media and newsletter campaigns for 4–6 B2B and international clients at a time; shaped creative direction and mentored interns.
- **Email:** Planned, wrote and sent newsletter campaigns (~2 per month per client) across Klaviyo, Mailchimp and Sendinblue (Brevo).
- **Project Management:** Covered the Project Manager role for three months, coordinating delivery for ~20 client accounts as the main liaison between clients and a ~15-person creative team; owned planning and deadlines in Asana and Monday.com.

Influencer Marketing Coordinator | Feb 2021 – Dec 2021
Joined through an Acadium apprenticeship and was hired after 3 months.

- **Creator Partnerships:** Researched and contacted creators, negotiated agreements and was the main point of contact for influencers throughout each campaign.
- **Content Review & Client Approval:** Reviewed influencer content against the brief, shared it with clients for approval and coordinated revisions before publishing.
- **Reporting:** Tracked campaign results and prepared performance reports for clients.

Freelance Digital Marketer & Content Creator

- Social media (Facebook, Instagram, TikTok, LinkedIn), newsletters, and blog content for clients in wellness, health, construction, and more.

Earlier Experience: Virtual Assistant, Upwork (2023) · IT Internal Auditor Intern, Intralot S.A. (2019) · Photographer, Event Halls (2016–2020) · Promoter, Sales Promotion Center (2016)

SKILLS

- **Web & E-Commerce:** Shopify, WooCommerce, WordPress (Elementor), HTML/CSS, Entersoft & SoftOne ERP, catalog & product content
- **CRM & Email:** Klaviyo, Brevo (Sendinblue), Mailchimp · welcome, abandoned cart & post-purchase flows, segmentation, A/B testing
- **Content & SEO:** Copywriting & SEO copy, ad creative direction, creator briefing, photography, Canva, Filmora, Buffer
- **Analytics & Systems:** GA4, Google Search Console, SEMrush, Meta Business Suite, Asana, Monday.com, Notion, Google Workspace, MS Office
- **AI Tools:** ChatGPT, Claude, Google Gemini copywriting, research and content workflows)

EDUCATION

B.Sc. in Digital Systems · University of Piraeus | **2015 – 2021**

CERTIFICATIONS

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

ADDITIONAL

Work authorization: EU citizen (no visa required)
Languages: Greek (Native), English (C2, University of Michigan), German (B2, Goethe-Institut), Spanish (B1, no certificate), Dutch (just started learning with an app)
Driving Licence: Category B

Interests: Photography, Travel, Brand & Visual Design, Volunteering (Erasmus+ program)