



ANTONIS KATSONIS

MARKETING OFFICER

EXPERIENCE

About Me

Results-driven marketing professional with expertise in digital marketing, campaign strategy, and customer engagement. Skilled in data analytics, CRM systems, graphic design, and website creation using WordPress, Canva, and Photoshop to optimize engagement and conversions. Currently seeking my next work opportunity.

CONTACT INFORMATION/LINKS



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[LinkedIn](#)



[Portfolio](#)

LANGUAGE

- **English (Fluent)**
- **Greek (Native)**
- **Spanish (Basic)**

Marketing Officer at Unicaf

Cyprus | September 2024 – February 2025

- Developed and implemented **targeted marketing strategies**, boosting engagement and registrations significantly.
- Optimized landing pages using **UTM tracking**, improving conversion rates by 15%.
- **Managed international teams**, enhancing workflow efficiency by 10% through Notion.
- **Led email marketing campaigns**, increasing open rates by 25% and click-through rates by 15% using Brevo and Elastic Email.

Customer Support Specialist at Telus International

Ireland | April 2024 – August 2024

- **Enhanced customer satisfaction** by 20% through effective issue resolution.
- **Improved customer relationship quality** by 15% via empathetic communication.
- **Utilized Salesforce CRM** to streamline customer support, achieving a 10% improvement in response speed.

Marketing Assistant at Home/Grown SO14,

Ireland | January 2022 – December 2023

- **Designed and launched their website**, increasing traffic by 20%.
- **Executed successful SEO strategies**, boosting organic traffic by 15%.
- **Managed social media content** scheduling, raising audience engagement by 40%.
- **Coordinated marketing events**, ensuring successful execution and positive client feedback.

SKILLS

- Digital Marketing (SEO, Email Marketing)
- CRM (Salesforce)
- Data Analysis (Google Analytics)
- Content Creation & Social Media Management
- Strategic Communication & Event Coordination
- Workflow Management (Notion)
- Problem-Solving & Adaptability

EDUCATION

University of Southampton

Bachelor of Business Management
2020-2023

- Achieved first-class honors in Strategic Management and Marketing Analysis.
- Scored 88% in the Digital Marketing module.

Aradippou High School

Marketing
2016-2019

Marketing (A), Math (A), Physics (A), Computer Applications (B), IGCSE of English Language (B)

EXTRA QUALIFICATIONS

- Duolingo English Test (scored 120)
- IGCSE of English Language
- Content Marketing Foundations at LinkedIn
- Excel: Advanced Formulas and Functions, LinkedIn
- Digital Skills: Digital Marketing Course

SOFTWARE SKILLS

Brevo



Google Analytics

zoom



Microsoft 365



Elastic Email

bitly



amazon
QuickSight



HubSpot