Orestes Kassimidis

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Work experience

Director, Marketing Analytics

Devil's Canyon Brewing Company | San Carlos, CA

June 2023 to Present

- Expertise in customer segmentation, effectively targeting specific demographics and preferences through data analysis.
- Proficient in defining, tracking, and reporting on key performance indicators (KPIs) such as ROI, customer acquisition cost (CAC), customer lifetime value (CLV), and conversion rates.
- Skilled in conducting market research, staying updated on industry trends, and utilizing competitive insights to inform marketing strategies.
- Adept at optimizing marketing campaigns through A/B testing, multivariate testing, and data analysis, resulting in improved conversion rates and maximized ROI.
- Experienced in budget management, ensuring efficient resource allocation and adherence to financial targets.
- Collaborative mindset, aligning marketing efforts with overall business goals through cross-functional teamwork and data-driven insights.
- Proficiency in various analytics tools and platforms, enhancing data collection and analysis capabilities.
- Established data governance practices to ensure data accuracy, consistency, and security in compliance with regulations.
- Strong ability to create visually appealing and insightful reports and dashboards to communicate marketing performance to stakeholders.
- Expertise in forecasting using historical data and predictive analytics to aid in future growth planning.
- Competitor analysis proficiency, monitoring and analyzing competitor marketing strategies to identify opportunities for differentiation and improvement.
- Skilled in customer feedback analysis, identifying areas for product and service enhancement to inform product development.
- Leadership experience, including the ability to lead and mentor teams, fostering a culture of data-driven decision-making.
- Capable of evaluating, recommending, and implementing marketing technology solutions to streamline processes and improve results.
- Committed to continuous learning, staying current with industry best practices, emerging trends, and evolving marketing technologies to drive innovation in marketing strategies.

Marketing Analytics Manager

Janene's Bridal Boutique | San Francisco, CA

January 2022 to May 2023

- Analyze marketing data
- Develop and implement marketing strategies
- Manage marketing budgets
- Conduct market research
- Measure marketing effectiveness
- Collaborate with other departments
- Create marketing performance reports and present findings to senior leadership
- Develop and maintain marketing dashboards to track key performance indicators (KPIs)
- Identify new data sources and tools to improve marketing analytics capabilities
- Conduct competitive analysis and provide recommendations to improve market positioning
- Work with external partners, such as agencies or vendors, to execute marketing campaigns
- Use statistical and predictive modeling techniques to forecast future trends and customer behavior
- Stay up-to-date with industry trends and best practices in marketing analytics

Head of Marketing
Tech Beyond Solutions | Fremont, CA
January 2021 to March 2022
Managed marketing and sales team day-to-day. Responsibilities include:

- Developing CRM for use of employees and Clients
- Set, monitor and report on team goals
- Lead generation and Outreach for new clients
- Creation of Lead Generation software for the sales team
- Promotional event coordination
- Creation of Advertisements (Google Ads, Facebook Ads)
- Social Media management
- SEO and Geo-Location Marketing
- Videography and Photography Marketing
- Hiring Employees and creating training systems
- Business automation
- Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)
- Funnel Building

Marketing Manager
Pegasus Cleaning Corporation | Milpitas, CA
August 2020 to January 2021
New customer acquisition responsibilities include:

- Drafting of contract terms and services
- Hiring staff for contracts
- Ordering Chemicals for clients
- Implementing new marketing strategies to promote services
- Identify and advertise to potential markets
- Social media management
- Launching several advertisement campaigns
- Online funnel building

Education

MBA concentration Marketing (Master's degree)
San Francisco State University

Marketing (Bachelor's)
San Francisco State University | San Francisco, CA
August 2015 to December 2020

Skills

Email newsletters **Social Media Management** **Content promotion** **White papers** **Google Tag Manager** **Digital marketing campaign setup** **Technical Proficiency** **Keyword research** **Data collection** **Customer service** **Data analysis skills** **Facebook Advertising** **Blogging** **Social media crisis management** **Sales** **Social media marketing** **Email campaign management** **Content Management** **Microsoft Dynamics 365** **Content strategy**

Influencer partnership campaigns
Pardot
Influencer marketing
Email marketing campaigns
SEO Tools
Affiliate marketing campaigns
Display advertising
Copywriting
Web Development
Research
Demographic segmentation analysis
Google Analytics
Pay-per-click (PPC) advertising
Link building
Google Ads
Mobile SEO
Mobile marketing campaigns
Customer churn rate tracking
Customer lifetime value analysis
CRM Software
Marketing analytics
Responsys
Branding
Social media campaigns
Marketing case studies
Leadership
SEM campaigns
Conversion rate tracking
Website activity analysis
Lead generation tracking
Email list building
Sales revenue tracking
Account management
Photography
Training & development
Market research
A/B testing
Analytics
Product development
Website management
Social media advertising campaigns
Local SEO
Machine learning
Salesforce
Customer acquisition
Content Marketing
Zoho CRM
Paid search marketing
Content marketing campaigns
Performance marketing
Managing digital marketing teams - Largest digital marketing team managed (More than 20 team members)
Team development
Digital marketing - Digital marketing experience (6–10 years)
Marketing Automation
NetSuite CRM
Native advertising
Email marketing deliverability
Social media engagement tracking
Video advertising
Email A/B testing
Content creation
Website traffic metrics analysis
Brand loyalty analysis
Infor CRM
International SEO
Social media event promotion
SEO competitor analysis
Meta Ads
E-commerce
Martech
SEO audits
Web analytics reporting
Budgeting
Social media activity analysis
Customer acquisition cost tracking
Customer feedback analysis
Webinars for digital marketing
Social listening
Web Design
Customer retention rate
B2B sales
Email marketing
Content Development
Technical SEO
Search Engine Optimization (SEO)
Predictive analytics
Events Management
Google AdWords
Mentoring
B2B
On-page SEO
WordPress
SimilarWeb
Forecasting
GetResponse
Email marketing segmentation
Video marketing
Marketing
ROI
Customer lifetime value tracking
SEO
Mailchimp
Email automation
E-book marketing
Social media advertising
Conversion rate optimization (CRO)
Psychographic analysis
Social media content
Podcasts for digital marketing
Hashtag research
Brand awareness metrics
Net Promoter Score analysis
Email conversion tracking
Infographics
Digital brand management
Off-page SEO
SEO schema markup
Product usage analysis
Live streaming
Community management
HubSpot CRM
Geographic analysis

Certifications and licenses

Google Ads Certification

HubSpot Inbound Marketing Certification

HubSpot Content Marketing Certification (HCMC)

Google Analytics Certification