

# TEMPONERAS SPILIOS

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## EXPERIENCE

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### OGILVY GREECE

May 2021 - Present

*Performance Marketing Manager, Athens, Greece → Feb. 2023 - Present*

- Lead in a 3-member team. Responsible for teams growth, trainings and support.
- Responsible for creating and executing strong performance marketing strategies & execution plan based on clients needs.
- Developing & managing digital prospecting and remarketing campaigns in Google, Meta & Programmatic Platforms.
- Managing budgets and campaigns across all digital channels to drive strong return on clients KPIs.
- Identifying and testing new channels to continue to meet or exceed established critical metrics.
- Responsible for strategic upselling of digital products in order to help clients test new channels and audiences.
- Working closely with the management to share funnel conversion improvement ideas, feedback & present results.
- Analyzing & presenting key performance metrics to clients in unified dashboards & presentations (Excel-Data Studio-PPT).

*Performance Marketing Specialist, Athens, Greece → May 2021 - Jan. 2023 (1 year 9 months)*

- Measure, refine & report Performance of all digital marketing campaigns against ROI goals.
- Monitor, evaluate, and present the Performance of campaigns by generating weekly and monthly analysis across all channels to identify trends in performance and optimization suggestions. A/B test ad formats, messaging, and landing pages.
- Report on digital advertising impact and ROI.
- Optimizing Performance daily to maximize Traffic and Return on Ad Spend (ROAS) based on given targets.
- Ongoing, proactive campaign and platform optimization & testing.
- Performance reporting and presentations to clients.
- 3x Peak Performance Marketing Awards and 2x Consecutive years awarded as Performance Marketing Agency of the year ('21 & '22).

### INYOURCITY DIGITAL AGENCY

Sep. 2017 - Apr. 2021

*Paid Media Manager, Athens-Thessaloniki, Greece → Aug. 2018 - Apr. 2021 (2 years 9 months)*

- Responsible for Strategic Media Planning & Advertising Campaigns in Google Ads & Social Media.
- Google Ads Campaigns Performance Evaluation & Optimization (Search, Display, RLSA, YouTube) – 20k/m budget.
- Upsell Paid SEM services to existing clients, increasing the agency's revenue from SEM services by 60% within 2 years.
- Reduced cost-per-conversion by an average of 23% year over year for my client's accounts, through effective keyword management, ad copy optimization and extensions management.
- Landing page optimization and SEO planning (keyword research, competition analysis).
- Editorials Copywriting in Greece's most prominent news sites about Digital Marketing (see links in p.2).
- Key skills **Facebook Business Manager & Ads - Google Ads & Analytics - GMB - Photoshop - PM (Asana).**

*Paid Search Specialist, Athens-Thessaloniki, Greece → Sep. 2017 - Jul. 2018 (11 months)*

- Managed to become Google Partners in Google Ads MCC Account within the 1<sup>st</sup> year since I took up the account.
- Increased paid search traffic by an average of 15% month-over-month for 6 major clients.
- Implemented effective tracking and reporting mechanisms that provided valuable insights into campaign performance and helped inform future optimization efforts.
- An overall client's budget spending increase by 60% within the first 6 months by making strategic suggestions based on Performance.

## COACHING SCHOOL "SYGXRONO" & "SYGXRONO ORAMA"

Jul. 2015 - Aug. 2017

*Digital Media Executive, Marketing Advisor, Thessaloniki, Greece*

- Day-to-day Facebook, Instagram & Blog posting, and content planning.
- Strategic media planning for online promotions, Create and monitor social media campaigns.
- Creating engaging and SEO-friendly content. Search engine marketing and advertising (AdWords).
- Digital Marketing Strategy and Media Planning.

## INTRACOM TELECOM

Dec. 2012 - Jan. 2013

*Internship, Korwpi, Athens, Greece*

- Day-to-day assistance in various departments.
- Operations assistance on marketing activities planning, press releases & website.

## TEACHING

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### MEDITERRANEAN COLLEGE

Sep. 2019 - Present

*Marketing & Business Instructor, Business School, Athens, Greece*

**Executive Diploma in Digital & Social Media Marketing** – Marketing Metrics: Google Analytics & SEO | 20 Hours

- Data analysis in major digital platforms (Google Analytics) | SEO Strategy implementation in real business context.

**MSc Marketing Management** – Marketing Metrics | 36 Hours

- Performance measurement process. Tracking, data capture and automation | Measurement and reporting frameworks.

## EDUCATION

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### ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

Mar. 2017 - Present

*Doctor of Philosophy (Ph.D.) in Marketing & Consumer Behavior, School of Business Administration, Marketing Department*

- New technologies integration in market research, Neurobiological and Neuroscience tools.
- Study of non-cognitive consumers' behaviors. Cognitive Biases and Heuristics.
- Advanced Research Methods in Marketing Research.

### ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

Sept. 2014 - Feb. 2016

*Master's Degree in Marketing & Communication, Full Time (Grade 7.54), School of Business Administration, Athens, Greece*

- Corporate Strategy & Strategic Marketing, Business (B2B) Marketing, Negotiations, Marketing Plan development.
- Market & Marketing Research by using IBM SPSS Statistics, Consumer Behavior.
- Digital Marketing & Social Media Marketing, Advertising, Corporate Communication.
- 1<sup>st</sup> place in Strategic Marketing Simulation Game (**MarkStrat** by StratX), Social Media Ambassador (Twitter)
- Thesis, "[\*Subliminal Messages in Marketing\*](#)".

### UNIVERSITY OF PELOPONNESE

Sept. 2008 - June 2013

*Bachelor's degree in Business Economics & Statistics (Grade 7.72), School of Business Administration, Greece*

- Data Analysis, Statistics, Applied Mathematics, Econometrics.
- Quantitative research, Marketing, New Product & Business Development.
- Active Member of Innovation and Entrepreneurship Unit of University of Peloponnese.
- Thesis, "*New business development in Greek industry and commerce-Entry barriers*".

## SKILLS AND CERTIFICATIONS

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- **English:** Full Professional Proficiency (IELTS-Score 7.5), **French:** Working Proficiency (DELF B1)
- **Computer** Full Professional Proficiency (MS Office, Windows, iOS-MacBook Pro User)
- [Google Ads & Google Analytics Certified Professional](#)
- [Facebook Blueprint Certification](#) | **Media Planning** | **Media Buying** | **Creative Strategy**
- **Photoshop (Ps) & Illustrator (Ai)** Professional
- **IBM SPSS** Professional

