

ANDREAS KARAVANAS

Growth Marketing Engineer

contact@andreaskaravanas.gr – www.andreaskaravanas.gr – 25/08/1993



EXPERIENCE

Growth Engineer

GrowthRocks, July 2018 – Present

GrowthRocks is one of the top Growth Hacking Agencies internationally and ranks #1 worldwide for the term "growth hacking agency". Helping GrowthRocks' clients approach new growth strategies by implementing data-driven processes in order to help startups and well-established companies to achieve rapid and sustainable growth. My responsibilities include:

- Holistic Digital Marketing strategy (Growth Plan)
- Marketing solutions research & implementation
- Digital Marketing Stack
- Inbound & Outbound Marketing strategies
- Web analytics & insights

SEO Expert, Digital Marketer

Freelancer, February 2017 – June 2018

During 2017 I mastered my knowledge on SEO & PPC campaigns so I started working as a freelancer on some side projects including affiliate marketing and ecommerce dropshipping. I successfully ranked some of my sites in the first SERPs bringing quality traffic and making sales while I have also done the same for a local car repair business in Patras. I managed to increase their leads (phone calls) thus their revenue and overall website traffic mostly with SEO, performance marketing (PPC) and email marketing. Moreover, my main goal was to optimise the website doing: keyword research, on-page SEO (internal linking, technical SEO, speed improvement, meta tags, etc.), off-page SEO (competition link analysis, build powerful backlinks, outreach to similar blogs, sharing infographics etc.) as well as publish and distribute engaging content that would attract organic visitors & leads.

Social Media Manager & Web Developer

Webster, May 2014 – February 2017

Webster is an established social media agency specializing in creating engaging content and increasing clients' awareness for restaurants and food businesses. Through content creation and marketing, I managed to increase the awareness of our clients as well as establishing their brand in the local. I was head of content creation and distribution along various social media channels. My skills expanded to speculating a suitable advertising strategy in order to gain a profitable ROI. Among other tasks, being passionate about web designing, I developed and designed websites based on Wordpress and managed eshops.

IT/IS Responsible

Franke Hellas, July 2016 – August 2016

As an intern I expanded my knowledge on setting up a backup server system, crafting process for recruiting new employees, upgrading the telephony system and general administration.

SKILLS

Speaking

- Greek (Native)
- English (fluently)
- French (basic)

Personal Skills

- Growth Hacking
- Website Design & Development
- Search Engine Optimisation
- Conversion Rate Optimisation
- Funnel Optimisation
- UI/UX Optimisation
- Email Marketing & Automation
- Referral Strategies
- Inbound & Outbound Marketing
- Performance Marketing (PPC)
- Analytics/Reporting
- Social Media Marketing
- Programming
- Photo & Video Editing
- Project Management

Knowledge of

- HTML, CSS, Wordpress
- C, C++, Java, Python, Matlab
- Facebook & Google Ads
- Final Cut, Photoshop, Lightroom
- Trello, Asana & Jira
- Hootsuite & Buffer
- Ahrefs, SEMrush, MOZ, Screaming Frog, SpyFu
- Google Analytics & Tag Manager
- Mailchimp, Mailshake & Pardot
- Salesflare & Salesforce CRM
- Crisp, Manychat, Chatlio Chatbots

Interests

- Online Courses (Udemy, Codecademy, Udacity, Coursera)
- Business Books
- Fitness

EDUCATION

Bachelor Degree 2011-2017

Computer Engineering & Informatics Department in Patra
GPA: 6,7

High School Diploma (Graduated June 2011)

Athens Protypo Ekpaideftirio, GPA: 19,1

English Michigan Proficiency (ECPE)

PROJECTS / COURSES

- Owner of BassDelight.com and GearDiggers.com (Amazon affiliate & shopify dropshipping)
- Started an online forum about Apple products and technologies (appleworldhellas.com) after being a senior moderator on iphonehellas.gr forum
- Database Design about a Cinema with Movies, Actors, Tickets etc
- Matlab Project in Scientific Computing (Timekeeping & evaluating functions, adding floats, Horner algorithm & recursive calculations)
- Matlab Project in Digital Communications (Huffman algorithm, PCM codification)
- Logic Design & Artificial Intelligence, Data Structures & Algorithms