

MARIA VOTSI

PERFORMANCE MARKETER · ROI-FOCUSED STRATEGIST

Athens, Greece | +30 694 490 9310 | maryvotsi7@gmail.com | [linkedin.com/in/maryvotsimarketing](https://www.linkedin.com/in/maryvotsimarketing)

I don't run ads — I build connections. Across Meta, Google, TikTok, LinkedIn, email, and Viber, I create campaigns that go beyond clicks to deliver measurable results. It isn't about pushing buttons; it's about understanding the thinking behind every decision, fixing what's broken, and staying focused on what actually moves people.

EXPERIENCE

Performance Account Manager

Oct 2024 - Present

Zonepage Agency — No.1 Health Marketing Agency in Greece

- Manage **23 client accounts**, overseeing full campaign strategy and execution.
- Oversee **€15K+ in monthly ad spend** (Animal.gr, Iatriko) across **Google, TikTok, and Meta**.
- Collaborate with designers and copywriters to produce high-impact creative.
- Lead client meetings for strategy alignment and creative direction.
- Deliver monthly performance reports with actionable insights using **Semrush** and **Looker Studio**.
- Mentor a junior team member managing campaigns across **Meta, Google, Spotify, Viber, and LinkedIn**.
- Own **SMS and Viber** campaigns through **Apifon**, driving engagement and improving retention.

Client portfolio: Athens Medical Center SA (Όμιλος Ιατρικού Αθηνών), Animal.gr, IRC Automotive, Eurochem.

Digital Marketing Specialist — Performance, Social & Email

Aug 2023 - Sep 2024

Softexpert Digital Agency

- Managed **10 performance accounts, 10 social media accounts, and 7 newsletter campaigns**, achieving **10–15x ROAS** for select clients.
- Executed digital ad strategy on **Meta, Google, and TikTok**, creating engaging content and driving growth across platforms.
- Designed and optimized newsletters, push notifications, and automated email campaigns (**Brevo, Mailchimp, ContactPigeon**).
- Used **GA4** to track and optimize campaign performance, increasing engagement and conversions.
- Collaborated with design teams to create compelling creative and tailor strategy to each client.
- Skilled in **XML feeds, Conversion API, Tag Manager**, and product catalog optimization.

Client portfolio: Almyнома Jewels (Newsletter & Performance), Nora's Accessories (Performance), Eudora Cosmetics (Performance), Skinky Korean Skincare (Newsletter & Performance).

Office Administrator & HR Assistant

Jun 2022 - Mar 2023

Coffee Island

- Managed fleet operations, optimizing fuel consumption and vehicle usage costs.
- Maintained and updated the employee database for accuracy and efficiency.
- Managed Thessaloniki's call centre operations and coordinated **6+ internal training events**.
- Screened **300+ job applications**, conducted preliminary interviews, and compiled candidate reports for hiring managers.
- Developed and managed training dashboards and monthly reports in Excel, tracking cost, duration, seniority, and demographic data.

Marketing Practicum — Personalized Marketing

Mar 2022 - Jun 2022

ONOMA Hotel, Anatolia Hospitality

- Researched trends and innovative services to retain and attract customers, producing reports on the performance of new personalized activities.
- Presented findings — including investment costs and ROI — to the CEO and Marketing Department.

OTHER POSITIONS

Sales Associate, Zara (Inditex) — Jul–Oct 2021

Administrative Assistant, Votsi Foreign Languages School — Jun–Aug 2019

Server, Dodo Coffee Shop — Jun–Sep 2020

EDUCATION

BA in Business Studies (Marketing) — First Class Honours

The University of Sheffield · Ranked 2nd in graduating class

KEY SKILLS

Performance Strategy · Budget Management · Team Leadership · CRO · Attribution · GA4 · Paid Social · Programmatic · Reporting Automation · Client Relations

Additional certifications and technical skills are listed on my LinkedIn profile.