



PARASKEVAS FOSTIRAS

CONTACT

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 [Paraskevas Fostiras](#)

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Performance Marketer & MS Excel Content Creator

With three years of experience in Business Administration and a strong focus on Search Marketing, I am a certified Digital Marketing professional committed to driving results. My Bachelor's in Civil Engineering led to a career shift, fueled by my passion for business and marketing.

Certified by the Digital Marketing Institute, I stay updated on industry trends and best practices. My skills include quick learning, analytical thinking, and building dynamic dashboards in Excel/Google Sheets to support data-driven marketing strategies.

I am eager to leverage my technical expertise to contribute to the digital marketing landscape as a performance marketing specialist and develop custom spreadsheet tools to enhance productivity and performance.

EXPERIENCE

Feb 2024  Sep 2024

Google Ads Specialist – Software Product Marketing

As a Google Ads specialist I have:

- Developed and managed Google Ads campaigns focused on promoting Excel and Google Sheets tools for freelancers and small businesses, achieving a **15% increase in product purchases**.
- Conducted keyword research tailored to software and productivity tools, refining bids to **reduce CPC by 8%** while improving ad visibility among relevant searchers.
- Created targeted ad copy (leveraging AI tools to streamline copy generation) that emphasized problem-solving benefits, which led to a **10% boost in CTR**.
- Used Google Analytics and Google Ads conversion tracking to assess ad performance and understand user engagement trends.
- Built **custom Excel tools** to automate (through VBA/macros) campaign optimization and keyword research process, aiding in data organization and quicker analysis.
- Managed a monthly ad spend of €300-350 across **Search and Performance Max campaigns**, ensuring efficient budget usage and alignment with campaign goals.

Jul 2023  present

Microsoft Excel/Google Sheets Content Creator | Freelancer

As an Excel/Google Sheets Creator I have:

- Created **20+** tailored Google Sheets templates for *Saint Cyr Art Studio*, a New York City-based mural agency, enhancing their operational efficiency.
- Built **custom Excel-based tools using VBA and macros**, streamlining marketing processes like keyword research and campaign optimization for Google ads.

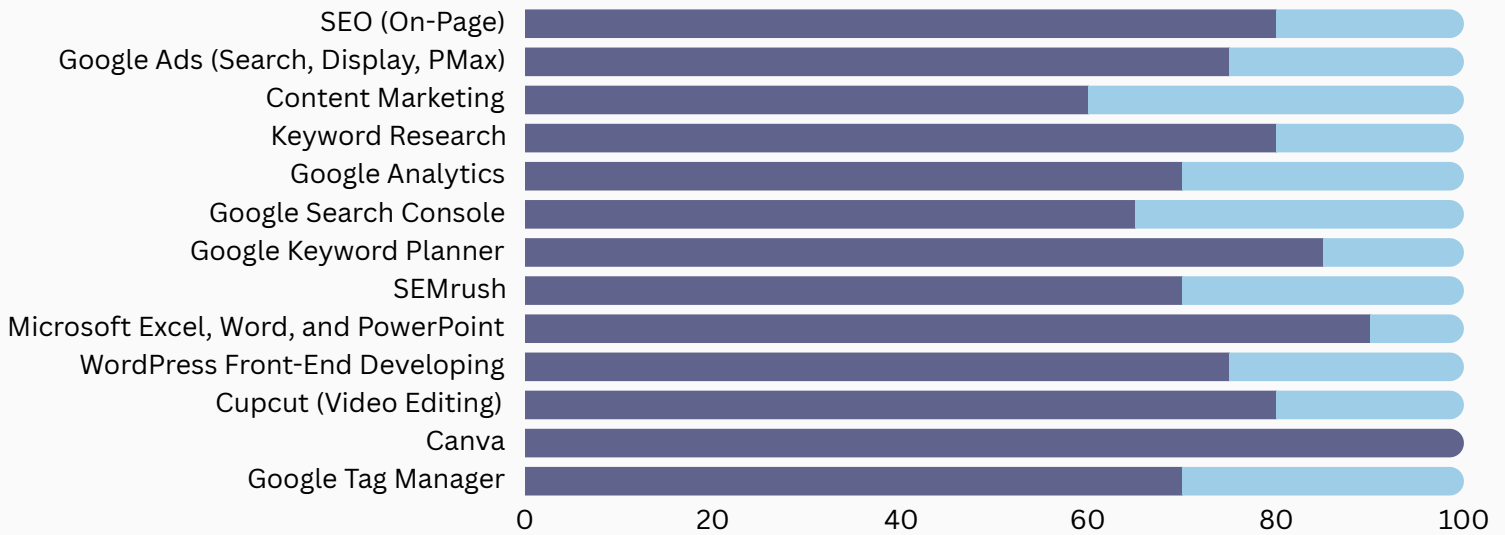
Jan 2018  Dec 2021

Co-Owner of Local Gambling Business (Small-Size)

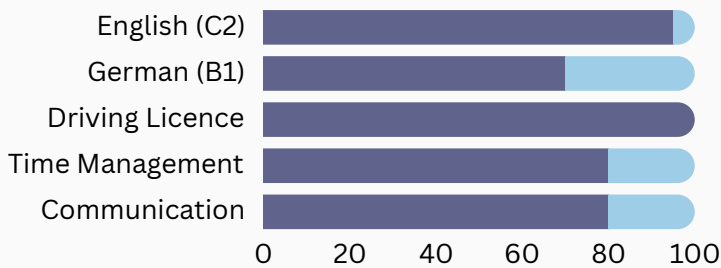
In my capacity as the Manager of this local family business, my primary responsibilities encompassed:

- Engaging in effective communication with customers to optimize and update our business services, tailoring them to meet their specific needs while fostering a customer-centric environment.
- Diligently assessing the business's profile and recognizing the significance of careful financial management. As part of this, I provided monthly reports to identify gaps and proactively safeguard the business from potential economic challenges.

TECH SKILLS



OTHER SKILLS/KNOWLEDGE



HOBBIES/INTERESTS

- 📖 Reading
- ✈️ Travelling
- 🔍 AI resource searching

EDUCATION

- **Bachelor's Degree, Civil Engineering**
International Hellenic University (2012-2017)
- **Digital Marketing Professional Certification**
[Digital Marketing Institute \(2021-2022\)](#)
- **Search Marketing Specialist Diploma**
[Digital Marketing Institute \(2021-2022\)](#)
- **Google Ads Search Certification**
[Google Digital Academy \(Skillshop\) \(2024\)](#)
- **Google Ads Video Certification**
[Google Digital Academy \(Skillshop\) \(2024\)](#)
- **Google Ads Display Certification**
[Google Digital Academy \(Skillshop\) \(2024\)](#)
- **AI-Powered Shopping ads Certification**
[Google Digital Academy \(Skillshop\) \(2024\)](#)
- **Google Ads - Measurement Certification**
[Google Digital Academy \(Skillshop\) \(2024\)](#)
- **AI-Powered Performance Ads Certification**
[Google Digital Academy \(Skillshop\) \(2024\)](#)
- **Google Analytics Certification (GA4)**
Google Digital Academy (Skillshop) (2023)
- **Microsoft Ads Certified Professional**
[Microsoft Advertising Learning Lab \(2023\)](#)
- **Keyword Research with Semrush: A Step-by-Step Guide**
[SEMrush \(2023\)](#)
- **WordPress 2023: The Complete WordPress Website Course**
Udemy (2023) | 29 Hours
- **Technical SEO Audit Masterclass - Semrush Advanced SEO 2023**
Udemy (2023) | 4 Hours
- **Google Tag Manager (GTM)**
Udemy (2024) | 3.5 Hours