

PARASKEVAS FOSTIRAS

Google Ads Specialist - MS Excel Expert



+306983067197

<https://www.linkedin.com/in/paris-fostiras>

Athens, Greece

@fostir_14@yahoo.com

www.fostirp.com

EXPERIENCE

Google Ads Campaign Manager - Black Friday Sales

Freelancer

11/2024 - 11/2024 Athens, Greece

- Designed and launched two targeted search campaigns to boost sales of digital software templates (Excel and Google Sheets) during the highly competitive Black Friday season, achieving results within just six days on a budget of €100
- Delivered strong performance metrics, including an average click-through rate (CTR) of 3.6% and a conversion rate of 9%.
- Kept the average cost-per-click (CPC) under €1 while achieving a return on ad spend (ROAS) of 170%.

Google Ads Specialist - Software Product Marketing

Freelancer

02/2024 - 09/2024 Athens, Greece

- 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

Microsoft Excel/Google Sheets Content Creator

Saint-Cyr Art Studio

07/2023 New York City

- Designed and implemented over 20 custom Google Sheets templates for Saint Cyr Art Studio, a renowned mural agency in New York City, enhancing workflow efficiency and improving data management.
- Developed advanced Excel tools using VBA and macros to automate complex marketing tasks, including keyword research, ad campaign structuring, and performance analysis, significantly reducing manual effort.

LANGUAGES

English



German



PASSIONS

Reading

AI Tech

Travelling

SUMMARY

I am a Google Ads & MS Excel Expert with three years of experience in Business Administration and a strong focus on Search Marketing. 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 Google Ads marketing specialist and develop custom spreadsheet tools to enhance productivity and performance.

KEY ACHIEVEMENTS



Optimized Ad Spend

Managed ad spend of €350 for Search campaigns.



Boosted Conversion Rate

Increased conversion rate to 9% for Black Friday campaign.



Reduced Cost Per Click

Reduced CPC by 8% improving visibility.



Increased Return On Ad Spend

Achieved ROAS of 170% for digital software templates.

SKILLS

Canva

Content Marketing

Excel

Google Analytics

Google Search Console

Google Keyword Planner

Google Sheets

Google Tag Manager

Keyword Planner

Microsoft Excel

MS Excel

Powerpoint

Search Console

Semrush

SEO

Tag Manager

Technical SEO

Video Editing

Wordpress

EDUCATION

Bachelor's Degree, Civil Engineering

International Hellenic University

📅 01/2012 - 01/2017 📍 Athens, Greece

Digital Marketing Professional Certification

Digital Marketing Institute

📅 01/2021 - 01/2022 📍 Blackrock, Ireland

Search Marketing Specialist Diploma

Digital Marketing Institute

📅 01/2021 - 01/2022 📍 Blackrock, Ireland

TRAINING / COURSES

Google Analytics Certification (GA4)

Google Digital Academy

Microsoft Ads Certified Professional

Google Ads Search Certification

Google Digital Academy

Google Ads Video Certification

Google Digital Academy

Google Ads Display Certification

Google Digital Academy

AI-Powered Performance Ads Certification

Google Digital Academy

AI-Powered Shopping ads Certification

Google Digital Academy

Google Ads - Measurement Certification

Google Digital Academy

WordPress 2023: The Complete WordPress Website Course

Udemy | 29hrs

Technical SEO Audit Masterclass

Udemy | 4hrs

Google Tag Manager (GTM)

Udemy | 2hrs