

Sia Giannakouros

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Skill Sets

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|-------------------------|-------------------------------|----------------------|
| • Marketing Strategy | • Brand Development | • Data Analysis |
| • Operations Management | • Accounting & Reconciliation | • SEO & SEM |
| • E-commerce Web Design | • CRM & CMS | • Adobe Design Suite |

Professional Experience

Accounting and Operations Manager

Jan 2023 - Current

California Regency Realty

REMOTE

- Led the adoption of Doorloop, Google Workspace, and SLACK at a commercial and residential property management firm, enhancing operational efficiency and streamlining remote communication processes.
- Spearheaded 5 key accounting analyses and documented company-wide procedures, improving financial reporting accuracy by 20%.
- Managing support staff of 3 direct reports and vendor relations for optimal client and tenant satisfaction.
- Prepared monthly financial statements, balance sheets, and P&L statements, providing detailed analyses that identified cost-saving opportunities worth \$50,000 annually.
- Conducted monthly account reconciliations, maintaining 100% accuracy in reporting and ledger maintenance, and ensuring compliance with financial regulations.
- Verified commercial rents monthly and conducted annual reconciliations, ensuring accurate financial records for 10 commercial associations.
- Developed the brand and designed the website for California Regency Realty, creating digital and print collateral that increased online engagement by 25%.

Digital Marketing Manager

Jul 2022 - Dec 2022

GSATi (6-Month Contract)

REMOTE

- Developed and implemented marketing initiatives, automations, nurture cycles, and re-targeting campaigns for multiple clients, clearly communicating objectives to stakeholders to ensure alignment and effectiveness.
- Created DTC and B2B digital communications, email campaigns, and list segmentation strategies, enhancing overall campaign effectiveness.
- Developed and managed social media strategy and original content, integrating with email campaigns, which led to a 30% growth in social media followers and a 25% increase in engagement.
- Developed and managed original landing pages and e-commerce product descriptions by researching and integrating data from multiple sources, resulting in a 15% increase in conversion rates.
- Utilized Google Analytics to update marketing objectives in real-time, optimizing campaign performance and increasing ROI by 10%.

Trade Marketing Specialist

May 2021 - Jun 2022

Trefethen Family Vineyards

REMOTE

- Executed wholesale marketing strategies, clearly communicating objectives to stakeholders to ensure alignment and successful implementation.
- Supported distributor meetings and conducted market research analysis, providing insights that informed strategic decisions.
- Developed engaging copy and designs for marketing materials and digital presentations, enhancing brand communication and customer engagement.
- Designed landing pages and e-commerce product descriptions, improving user experience and product visibility.
- Maintained and updated brand presence on websites and distributor platforms, ensuring consistent and effective brand representation.
- Developed SOPs and workflows for company processes, streamlining operations and increasing efficiency.
- Directed brand photo and video shoots, creating high-quality visual content that enhanced brand image.
- Managed vendor relationships for print collateral and packaging, ensuring timely delivery and quality production.

Marketing Coordinator

Dec 2019 - May 2021

Trefethen Family Vineyards

Napa, CA & REMOTE

- Collaborated on and executed e-commerce strategies, digital communications, and campaigns, enhancing online sales and customer engagement.
- Tracked benchmarks, analyzed data, and contributed to shaping marketing objectives, driving strategic improvements.
- Developed original social media content and managed influencer collaborations, significantly increasing brand awareness and online presence.
- Created engaging copy for marketing materials and maintained the brand website, ensuring consistent and compelling brand messaging.
- Coordinated PR shipments and managed vendor relationships, optimizing logistics and ensuring timely delivery.
- Rebuilt Dropbox materials libraries and developed SOPs, streamlining document management and operational processes.

Marketing Coordinator

Mar 2016 – Nov 2019

Round Pond Estate

Rutherford, CA

- Collaborated on marketing plans and wrote engaging original copy, enhancing brand communication and marketing effectiveness.
- Developed original social media content, significantly boosting brand awareness and online engagement.
- Maintained and refreshed the brand website, and created marketing tools, improving user experience and brand visibility.
- Developed SOPs for interdepartmental processes and rebuilt Dropbox libraries, enhancing operational efficiency and document management.

- Prepared detailed reports on campaign performances using Wine Direct, providing actionable insights for marketing strategies.
- Coordinated PR shipments and managed vendor relationships, ensuring efficient logistics and high-quality deliverables.
- Merchandised tasting room displays and updated brand presence on partner sites, improving customer experience and brand consistency.
- Integrated Ecellar and Wine Direct POS systems with Hubspot and Mailchimp, streamlining email marketing and CRM processes.

Front Office Coordinator/AP Clerk (6-Month Contract)

Jun 2015 – Dec 2015

Round Pond Estate

Rutherford, CA

- Invoice processing within the accounts payable system, including coding invoices, and preparing weekly checks/accounts payable batches for CFO approval and mailing.
- Batched daily point-of-sale transactions and reconciled cash.
- Oversaw general office tasks, such as distributing mail, shipping via courier services, archiving records, organizing filing processes, and managing office supplies.
- Assisted in monthly bank reconciliation processes for multiple bank accounts and cost centers.

Property Management Specialist

Jan 2013 - Aug 2015

California Regency Realty

Sacramento, CA

- Coordinated adoption of Buildium property management software for accurate accounting and reporting.
- Recorded and processed collected rents, accounts payable, and accounts receivable.
- Collaborated on and executed marketing initiatives.
- Managed and recorded rent collections and organized maintenance and repairs.
- Coordinated with vendors, tenants, and owners to streamline maintenance and repair issues.
- Verified income, assets, and expenses and completed file tracking sheet for each applicant.
- Minimized vacancy periods by marketing initiatives through online and print advertisements.

Behavioral Health Administrative Assistant II

May 2006 - Oct 2012

Dignity Health/Mercy Medical Group

Sacramento, CA

- Served as Front Office Lead at a county-contracted therapeutic and psychiatric center.
- Executed appointment scheduling and managed monthly insurance eligibility verification.
- Handled medical billing and coding, ensuring accuracy and compliance using EXCEL.
- Reviewed and submitted required reports to the county billing system for payment.
- Developed archive filing systems adhering to county standards of compliance.
- Managed clinic databases, maintaining organization and accessibility.
- Provided office technical support, troubleshooting and resolving issues efficiently

Education

Bachelor of Arts: English/Language Arts Education

California State University, Sacramento

- Focused study in Composition, Creative Writing, Grammar, and Linguistics necessary for single-subject teaching certification.

California Real Estate License: Property Management Elective

License Solutions, Online Courses - In Progress

Certifications

- Google Analytics Individual Qualification
- Certificate in Digital Analytics Best Practices and Data Analysis
- Google Career Certificate in R Programming Language and RStudio

Links

- <https://www.siagia.com>
- <https://www.linkedin.com/in/sia-gia>