

Sia Giannakouros

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Summary

Proactive and motivated digital marketer with proven experience delivering exceptional marketing campaigns, content, and collateral based on established and innovative strategies. Results-oriented and collaborative, bringing expertise in brand development and omnichannel marketing with special emphasis on the luxury brand industry and its clientele.

Skills

- | | |
|----------------------------------|---------------------------------------|
| • Marketing Strategy | • Brand Development & Management |
| • Digital Content Creation | • Lead Generation Campaigns |
| • Email & Social Media Marketing | • Expert Copywriting & Editing |
| • Social Media Management | • Google Analytics & SEO Optimization |
| • E-commerce Website Management | • Adobe Creative Suite |

Experience

Digital Marketing Consultant

Jul 2019 - Current

Stiel Creative

REMOTE

- Freelance/ Ad Hoc as part of this marketing collective, offering advice and solutions to drive the success of marketing activities for Stiel Creative's clients.
- Advising on key areas such as branding, site design and development, paid media, SEO, analytics, optimization, social media strategy, and automation for Stiel Creative's clients.

Digital Marketing Manager

Jul 2022 - Dec 2022

GSATi (6-Month Contract)

REMOTE

- Developed marketing initiatives, automations, nurture cycles, and re-targeting campaigns for GSATi's clients, working collaboratively with internal teams to execute objectives.
- Developed DTC and B2B digital communications, email campaigns, list segmentation, print collateral, and newsletters for multiple clients.
- Oversaw execution of social media strategy and original social media content integrated with email campaigns for key GSATi clients, managing their social media presence online.
- Developed and actively managed original landing pages and e-commerce product descriptions for multiple clients, researching, integrating data from multiple sources.
- Reported on campaign benchmarks and KPIs, prepared reports, and provided key Google Analytics data to shape and update marketing objectives in real-time.
- Daily technologies used: Dropbox, Google Suite, Shopify, WordPress, HubSpot, Klaviyo, Mailchimp, Dot Digital, Jira, Confluence, Slack, Asana, and Wine Direct.

Trade Marketing Specialist

May 2021 - Jun 2022

Trefethen Family Vineyards

REMOTE

- Executed trade marketing strategies aligned with goals and objectives, communicating clearly defined objectives to key B2B sales and distributor stakeholders.
- Supported distributor meetings and resulting action items on key trade initiatives and analyzed market research data to maximize return.
- Created engaging and successful copy and digital designs and for customized marketing materials to increase product awareness, providing B2B sales team with all tools to communicate and reach B2B sales goals successfully.
- Developed customized digital presentations compiled from multiple sources and in various formats.
- Created original landing pages and e-commerce product descriptions, researching and integrating data from multiple sources to create compelling copy and design.
- Maintained internal portals, B2B/Trade section of brand website, and brand presence on distributor platforms and trade partner sites for content and accuracy.
- Collaborated with B2B sales team on creating differentiated in-store experiences through unique merchandising and collateral opportunities.
- Coordinated and creatively directed brand photo and video shoots. Worked with creative agencies and internal teams to develop and execute marketing projects.
- Managed vendor relationships for services such as print collateral, packaging, and promotional items, project-managing deliverables across departments and locations.
- Created SOPs for interdepartmental processes in Word Press and Smartsheet, developing workflows and automations to meet target project completion dates.
- Submitted, coordinated, and monitored multiple wine submissions to over 40 competitions and publications yearly.
- Worked daily with technologies like Dropbox, Google Suite, WordPress, Smartsheet, Mailchimp, Slack, and Wine Direct.

Marketing Coordinator

Dec 2019 - May 2021

Trefethen Family Vineyards

Napa, CA & REMOTE

- Collaborated with marketing team to build weekly, monthly, and seasonal e-Commerce strategies, including integrated email, social media, advertising, and public relations campaigns.
- Created and executed DTC and B2B digital communications, audience segmentations, print collateral, trigger sends, cart abandonment, club member nurture cycles, and re-targeting.
- Tracked campaign benchmarks and KPIs, prepared traffic and sales reports, and provided key Google Analytics data to shape and update marketing objectives in real-time.
- Increased brand awareness and engagement on social media channels using targeted customer demographics and data analysis, managed distribution, and reported on results.
- Developed, coordinated, tracked, and reported on influencer collaborations and ad campaigns.
- Wrote engaging and successful copy for customized marketing materials, providing DTC, Wine Club, & B2B sales teams with tools to communicate effectively and reach sales goals successfully.
- Maintained and consistently refreshed brand website, creating digital and print sales marketing tools, content, presentations, and graphics for website and B2B/Trade Marketing needs.
- Rebuilt Dropbox materials libraries with fresh imagery, copy, and graphics to enhance marketing campaigns, reorganizing database of files, contacts, and project materials for quick access.

- Created SOPs for interdepartmental processes in Word Press and Smartsheet, developing workflows and automations to meet target project completion dates.
- Coordinated and tracked all PR shipments and multiple wine submissions to 40+ wine competitions and publications.
- Managed vendor relationships for services such as print collateral, packaging, and photography to complete marketing objectives.
- Worked daily with technologies like Dropbox, Google Suite, WordPress, Smartsheet, Drupal, Mailchimp, Slack, and Wine Direct.

Marketing Coordinator

Mar 2016 – Nov 2019

Round Pond Estate

Rutherford, CA

- Worked with Director of Marketing to build weekly, monthly, and seasonal marketing plans and developed and scheduled related social media calendar content.
- Wrote engaging and successful copy for customized marketing materials, providing DTC, Wine Club, & B2B sales teams with tools to communicate effectively and reach sales goals successfully.
- Maintained and consistently refreshed brand website, creating digital and print sales marketing tools, content, presentations, and graphics for website and B2B/Trade Marketing needs.
- Created SOPs for interdepartmental processes in Word Press and Smartsheet, developing workflows and automations to meet target project completion dates.
- Rebuilt Dropbox materials libraries with fresh imagery, copy, and graphics to enhance marketing campaigns, reorganizing database of files, contacts, and project materials for quick access.
- Coordinated and tracked all PR shipments and multiple wine submissions and supported wine club with seasonal shipping needs.
- Managed vendor relationship for services such as print collateral, packaging, and photography to complete marketing objectives.
- Merchandised weekly tasting room product displays.
- Updated brand presence on wholesale wine distributor partner sites and monitored general online brand health for accuracy and accessibility.
- Worked daily with technologies like Dropbox, Google Suite, WordPress, Smartsheet, HubSpot, Mailchimp, Slack, and Wine Direct.

Property Management Specialist

Jan 2013 - Aug 2015

California Regency Realty

Sacramento, CA

- Maintained original leases and renewal documents in digital and hardcopy format for property management office with 15 residential and 2 commercial properties.
- Maintained operational facilities attractive to potential tenants by organizing regular maintenance, major repairs, and capital improvement projects.
- Monitored timely receipt and reconciliation of rent collections per landlord and resident statutes.
- Communicated regularly with key on-and off-site tenant contacts to achieve satisfaction with facility and services. Coordinated with janitorial and engineering staff on maintenance and repair issues.
- Minimized vacancy periods by collaborating with building owners to strategize improvements to marketing initiatives through online and print advertisements.
- Worked daily with technologies like Google Suite, Microsoft Suite, Buildium, QuickBooks, and WIX.

Education

Bachelor of Arts: English/Language Arts Education

May 2015

California State University

Sacramento, CA

- 3.85 GPA
- Completed AP course in Composition
- Completed AP course in Creative Writing
- Ranked in Top 25% of class

Bachelor of Arts: English/Single Subject Matter Program

May 2015

California State University

Sacramento, CA

Major designed for students planning to teach English at the secondary school and university level.

- Completed AP course in Grammar & Linguistics
- Ranked in Top 25% of class

Teaching English as A Second Language

January 2002

University of Cambridge / St. Giles School

San Francisco, CA

Links

<https://www.siagia.com>

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