

ARISTIDIS GEORGIADIS

Business-minded Performance & Digital Marketer

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PROFESSIONAL PROFILE

Business Administration graduate with nearly 15 years of progressive experience in operations, commercial coordination, sales and stakeholder management within a marble processing and trading business. Progressed from sales support to operational and commercial leadership, navigating economic pressure, restructuring, supplier and customer coordination, and repeat-business development. Now focused on performance and digital marketing, combining Meta and Google credentials with hands-on work across analytics, CRM, automation, WordPress and AI-assisted workflows.

CORE COMPETENCIES

- Performance Marketing
- Meta Ads
- Google Ads
- GA4 & Google Tag Manager
- CRM & HubSpot
- Marketing Automation
- AI-assisted Workflows
- Commercial Operations
- Stakeholder Management
- Sales & Customer Development

TOOLS & PLATFORMS

Google Ads · Meta Ads · GA4 · Google Tag Manager · HubSpot · WordPress · Zapier · Notion

PROFESSIONAL EXPERIENCE

Operations & Commercial Manager | Sep 2015 - Jun 2026

Μαρμαροβιομηχανία Μεσογείων ΕΠΕ | Marble processing and trading company | Attica, Greece

- Oversaw day-to-day operations and commercial coordination across sales, customer orders, stock and warehouse activity, supplier relationships, deliveries and issue resolution.
- Managed B2B and retail relationships with engineers, architects, marble contractors, quarry owners, repeat customers and external professional advisers.
- Negotiated with suppliers, handled customer issues independently and coordinated priorities across operational and commercial requirements.
- Developed recurring demand for monument-related work, strengthening repeat business in a higher-margin retail segment.
- Managed receivables follow-up and B2B customer service as part of the company's commercial operations.
- Built a Microsoft Access database to support internal record-keeping and day-to-day business information.

Operations Coordinator | Sep 2013 - Aug 2015

- Coordinated a critical workforce restructuring during the Greek economic crisis, working with accountants, legal advisers and public authorities while supporting business continuity.
- Supported operational control, staff coordination and priority setting during a period of severe market pressure and organizational change.

Sales Associate | Sep 2011 - Aug 2013

- Supported sales and customer service while learning the full commercial and operational flow, from material selection and order handling to fulfilment and delivery.

EDUCATION

Degree in Business Administration (Ptychio), 2011
Department of Business Administration, School of Management and Economics, Technological Educational Institute (TEI) of Athens.
Thesis: Artio Marketing - Empirical Investigation.

LANGUAGES

Greek: Native
English: Fluent / full professional proficiency
German: Very basic proficiency

EARLIER EXPERIENCE

Hospitality & Service Roles | 2007 - Nov 2010
Customer-facing work in hospitality and service environments alongside university studies.

Semi-Professional Football Player | 2002 - 2007
Competitive football experience supporting discipline, resilience, teamwork and performance under pressure.

BANK OF GREECE

Accounting & Secretariat Intern | 8 Nov 2010 - 7 Aug 2011
Directorate of Government Operations - Department of Relations with the Public | Athens

- Prepared monthly activity reports and performed accounting reconciliations across departmental temporary and intermediate accounts, including tax-office and customs-related accounts.
- Maintained authorized-signature samples and legal and administrative records; managed cheque-book stubs and supporting account documentation.
- Provided departmental secretariat support and was formally recognized for learning ability, judgement, work ethic, teamwork and excellent performance under time and workload pressure.

SELECTED DIGITAL PROJECTS

Aris Digital Hub V2 - AI-assisted WordPress Portfolio (2026): Led positioning, information architecture, content planning and staging implementation for a recruiter-first portfolio, using WordPress, Hostinger and structured AI collaboration.

Spirulina Nigrita - Real Client Collaboration: Conducted competitor analysis, keyword research and SEO recommendations and participated in three coordination meetings with the client's external agency teams and leadership.

HubSpot CRM Rebuild - Implemented Learning Project: Produced a documented, screenshot-supported CRM rebuild exercise demonstrating hands-on use of HubSpot concepts and workflows.

CERTIFICATIONS & TRAINING

Meta: Meta Certified Media Buying Professional, issued Apr 2026; valid through Apr 2027.

Google Skillshop: AI-Powered Performance Ads, AI-Powered Shopping Ads, Google Analytics, Google Ads Search and Google Ads Display certifications completed in 2025; individual credential validity recorded separately.

Digital Marketing: KnowCrunch Professional Diploma in Digital Marketing, Dec 2024.

AI: Anthropic Academy - Claude 101, AI Fluency, Introduction to Claude Cowork, and AI Capabilities & Limitations.

CRM: HubSpot for Beginners - Master the Basics in a Few Hours, Udemy, Jun 2026 (7.5 hours).

Web & Productivity: WordPress, WooCommerce, HTML/HTML5 and CSS/CSS3 training (2020-2021); ECDL - Word, Excel, Access, PowerPoint and Outlook (2013-2014).