



Panayiotis Theodoulou

Experienced T-Shaped Digital Marketer with 8+ years in Search Engine Marketing, skilled in lead generation and maximizing ROI. Successfully managed over 3,000 campaigns and a marketing spend of \$20 million, generating 25+ million leads.

Contact

- +35799799889
- pantheo@workmail.com
- Panayiotis Theodoulou
- Tseri, Nicosia, Cyprus

Highlights

- Managed and executed 3,000+ campaigns across PPC, email, influencer, and SEO channels.
- Generated 25+ million leads through strategic and innovative SEM techniques.
- Led teams of 15+ professionals, including content and graphics specialists.
- Outperformed competitors with cutting-edge digital marketing tactics.

Expertise

- PPC
- Email
- SEO
- Social
- Leadership
- Strategy



Work Experience

Complyport.co.uk - a leading RegTech firm supporting the UK financial services over 22 years (February 2024 - Present)

2024 - Present (SEO & Digital Marketing Manager)

- Overseeing all aspects of SEO and digital marketing strategies to enhance brand visibility and drive lead generation.
- Developing and implementing innovative marketing campaigns across various digital channels to meet company objectives.
- Analyzing campaign performance metrics and optimizing strategies to improve ROI and achieve KPIs.

Unicaf.org - a leading online EdTech platform in Africa (Sept 2016 - February 2024)

2019 - 2024 (Digital Marketing Manager)

- Led a team of 15 professionals to drive exceptional results in digital marketing endeavors, fostering a high-performing and collaborative work environment.
- Developed, monitored, and optimized monthly budgets exceeding \$500k across diverse digital marketing channels such as Bing Ads, TikTok Ads, Google Ads, Facebook Ads, Twitter Ads, Sendinblue email workflows, Media Buying, Push Notifications, Mobile App, and SMS marketing, achieving outstanding performance in digital marketing campaigns, including SEO, PPC, Email Marketing, and Influencer Marketing. Consistently surpassing goals, I achieved impressive ROI and KPIs while maintaining budget efficiency.
- Devised robust campaigns that significantly improved the Lifetime Value (LTV) by an impressive 23%, utilizing data-driven analysis and optimization techniques.
- Collaborated cross-functionally with various departments, notably the Creative Team, to produce compelling campaigns aligned with brand guidelines, fostering cohesive brand messaging and maximizing campaign effectiveness.

2016 - 2019 - PPC Manager:

- Managed PPC campaigns for multiple brands across platforms including Google (Search, Display, Gmail ads, Discovery, YouTube Masthead), Bing, Twitter, Eskimi, and programmatic channels.
- Pioneered the use of Gmail ads, Discovery, YouTube Masthead, and mobile app campaigns in Africa, driving innovative ad solutions.
- Oversaw a monthly budget exceeding \$300K and managed more than 1,000 campaigns.
- Directed bid management, daily and monthly budget caps, impression share, quality scores, and other critical account metrics.
- Developed and provided creative copy suggestions and graphical ad templates to improve ad performance.
- Led a team of 5 specialists, providing strategic direction and ensuring successful campaign execution.
- Executed strategic recommendations to drive campaign success, achieving marketing objectives of generating 4,000 leads per day.
- Stayed updated with the latest search engine and PPC industry trends and developments to maintain a competitive edge and optimize campaign performance.



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References

“
**Emmanuel Ebanehita -
Marketing Director (Africa),
Binance**

Panayiotis is a very skilled digital marketing professional that knows what to do to get the job done! A teamplayer and very very reliable.

“
**Jide Otoki - CEO (Ghana),
Jobberman**

Panayiotis is a great guy. His level of professionalism is pristine. He keeps his eyes on the prize and works meticulously at getting things done.

Education

MBA - CMI Accredited

2012 - 2013

University of Derby, UK

BSc Information Technology

2009 - 2012

University of Derby, UK

High School

2000 - 2007

G.C.School of Careers, Cyprus

As Read On

Think with Google

LinkedIn

UNICAF

brightermonday
Kenya

jobberman

Tools

- | | | | |
|--------------|-------------|-----------------|-------------|
| • ClickUp | <div></div> | • Brevo | <div></div> |
| • SMSEdge | <div></div> | • GA4 | <div></div> |
| • Respond.io | <div></div> | • Looker Studio | <div></div> |
| • Loomly | <div></div> | • SEMrush | <div></div> |
| • Zapier | <div></div> | • Wordpress | <div></div> |
| • ChatGPT | <div></div> | • Quicksight | <div></div> |