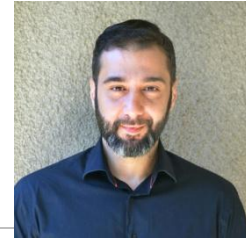


# Nikolas Daras

## Marketing Professional

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LinkedIn: <https://www.linkedin.com/in/nikolasdaras/>



### Profile:

**15+ years' experience marketing professional with a thorough understanding of social media, SEO, content marketing, marketing strategy and community building strategies. Expertise in both offline and online marketing disciplines, in planning and execution.**

*I use lateral thinking to uncover opportunities, test assumptions and challenge the usual routines, while I am so thorough and detailed that even my huge collection of films is filed and indexed – seriously, I love the micromanagement of little things.*

*I am both good with numbers (data sheets, analyzing, reporting) and words (copywriting, content) but admittedly bad at coding – actually I have 0 skills in coding. I am always curious though, willing to experiment and committed to learning according to the needs.*

*While I keep my ear to the ground about new trends and best practices in business, my current playground is in the field of digital marketing, SEO, inbound and social media. Also, sharing my experience, interests and knowledge about strategic marketing, entrepreneurship, technology and innovation is what makes me tick.*

*(As others have told me) I have a strong sense of ethos, excellent communication skills and a high energy level. And although I tend to be sometimes a perfectionist, a stubborn and a bit strict judge of myself and of those around me, I get things done.*

### Skills:

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"><li>Marketing Strategy</li><li>Digital Marketing</li><li>Search Engine Optimization</li><li>App Store Optimization</li><li>Web Analytics</li><li>Inbound Marketing</li><li>Content Marketing</li></ul> | <ul style="list-style-type: none"><li>Email Marketing</li><li>Social Media Management</li><li>Copywriting</li><li>Facebook Advertising</li><li>Google Ads</li><li>Start-ups</li><li>Market Research</li></ul> | <ul style="list-style-type: none"><li>Business Planning</li><li>Brand Building</li><li>Public Speaking</li><li>Presentations</li><li>Pitch Presentation Training</li><li>Sales (Direct &amp; 1-to-1)</li><li>Management Consulting</li></ul> |
|--|---|--|

### Tools & Platforms:

(I have used in the past and I am accustomed to the following online tools and platforms)

<b>SEO:</b> <ul style="list-style-type: none"><li><a href="#">Screaming Frog</a></li><li><a href="#">Ahrefs</a></li><li><a href="#">Woo Rank</a></li><li><a href="#">Moz Metric</a></li></ul>	<b>ASO:</b> <ul style="list-style-type: none"><li><a href="#">SensorTower</a></li><li><a href="#">AppAnnie</a></li><li><a href="#">SearchMan</a></li><li><a href="#">Appcodes</a></li></ul>	<b>Social Media Analytics:</b> <ul style="list-style-type: none"><li><a href="#">Hootsuite</a></li><li><a href="#">Klout</a></li><li><a href="#">Buffer</a></li><li><a href="#">Bitly</a></li></ul>
<b>Management:</b> <ul style="list-style-type: none"><li><a href="#">Asana</a> (project)</li><li><a href="#">Evernote</a> (personal)</li><li><a href="#">Moosend</a> (email)</li><li><a href="#">Survey Monkey</a> (surveys)</li><li><a href="#">Google Analytics</a> (metrics)</li></ul>	<b>Keyword Research:</b> <ul style="list-style-type: none"><li><a href="#">Google Search Console</a></li><li><a href="#">Google Keyword Planner</a></li><li><a href="#">Keywordtool</a></li><li><a href="#">Keyword Spy</a></li><li><a href="#">LSI Keyword Generator</a></li></ul>	<b>Content:</b> <ul style="list-style-type: none"><li><a href="#">Buzzsumo</a> (listening)</li><li><a href="#">Canva</a> (graphics)</li><li><a href="#">Hubspot</a> (marketing/sales)</li><li><a href="#">Animoto</a> (slideshow)</li><li><a href="#">Wordpress</a> (management)</li></ul>

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## Professional Experience:

<a href="#">Nopservices</a> [E-commerce Marketing Agency] <b>Marketing Manager - Head of Digital Growth</b>	2018 to Present
<a href="#">Games2Gaze</a> [Computer Games Publisher/Development] <b>Marketing Executive, Partner</b>	2014 to 2017
<a href="#">JoyFoundry</a> [Software and Computer Games Development] <b>Community Manager</b>	2014 to 2017
<a href="#">Epicon Games</a> [Computer Games Development] <b>Operations Manager</b>	2013 to 2014
Exelon Partners [Marketing Consulting] <b>Executive Director, Partner</b>	2009 to 2013
SunOil S.A. [Petroleum Products Trading] <b>Assistant Marketing Manager</b>	2003 to 2009
Allianz [Financial] <b>Financial Consultant</b>	1999 to 2001
D.F. Securities [Stock Exchange Trading] <b>Stock Jobber</b>	1998 to 1999

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## Academic education:

### Master of Business Administration in Marketing

ALBA Graduate School, Highest Distinction, CI: 3.93/4.00, Top 3%, 2007-2009

### Bachelor of Business Administration in Finance & Accounting (Double Major)

Deree, American College of Greece, 1999-2005

### National Diploma in Sales & Marketing

Public Technical Institute, 1997-1999

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## Certifications:

Google [Google Ads](#), [Shopping Ads](#), Google Analytics

Hubspot [Content Marketing](#), [Inbound Marketing](#)

Northwestern University Social Media Marketing (ongoing - to be completed on Jan 2018)

University of California, Davis Search Engine Optimization (ongoing - to be completed on Feb 2018)

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## Continuous education:

<b>Blogs:</b> <ul style="list-style-type: none"><li>▪ <a href="#">Kissmetrics</a></li><li>▪ <a href="#">Content Marketing Institute</a></li><li>▪ <a href="#">Moz</a></li></ul>	<b>YouTube channels:</b> <ul style="list-style-type: none"><li>▪ <a href="#">Neil Patel</a></li><li>▪ <a href="#">Backlinko</a></li><li>▪ <a href="#">Hubspot</a></li></ul>	<b>Journals:</b> <ul style="list-style-type: none"><li>▪ <a href="#">Harvard Business Review</a></li><li>▪ <a href="#">Stanford Business Magazine</a></li><li>▪ <a href="#">Journal of Marketing</a></li></ul>
<b>Podcasts:</b> <ul style="list-style-type: none"><li>▪ <a href="#">EntreLeadership</a></li><li>▪ <a href="#">Marketing School</a></li><li>▪ <a href="#">HBR IdeaCast</a></li></ul>	<b>Forums:</b> <ul style="list-style-type: none"><li>▪ <a href="#">Reddit/r/SEO</a></li><li>▪ <a href="#">Wickedfire</a></li><li>▪ <a href="#">High Rankings</a></li></ul>	<b>Recently Read Books:</b> <ul style="list-style-type: none"><li>▪ <a href="#">Content Chemistry</a></li><li>▪ <a href="#">Purple Cow</a></li><li>▪ <a href="#">Lean Startup</a></li></ul>

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## Interests and other information:

Photography, poetry reading and writing, film analysis and criticism, guitar playing, former rock band singer, MMORPG video games (Clan Leader and diplomat of a 10,000 players' alliance). My latest Social Media personal project: [Visual Poetry](#). Military Service Completed: 2001-2003, Special Forces, Marine Corps, Sergeant, Designated Marksman. Driver license holder.