

# NIKOS TASKOS

*Search Engine Optimisation – Content Marketing*

## INFO



### Location

Thessaloniki, Greece



### Phone

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### Email

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### LinkedIn

[linkedin.com/in/taskosnikos](https://www.linkedin.com/in/taskosnikos)

## OWNER

### [Miles with Vibes](#)

*Travel Stories & Photography*

### [Taskos Nikos](#)

*Personal Website & Portfolio*

### [The Searchologist](#)

*SEO & Content Marketing Community*

## SKILLS

- Technical SEO
- Website Audits
- Migrations
- Content Strategy
- Keyword Research
- Competitor Analysis
- Link Building
- Google Business Profile
- Copywriting
- LinkedIn Optimisation

## PROFILE

A performance-oriented **SEO & Content Marketing** Expert helping businesses increase their organic visibility, so they don't have to spend (all their) money on paid advertising.

- 7 years of experience
- 170+ local, national & international SEO projects

## EXPERIENCE

### Senior SEO Specialist (Team Lead)

[DOPE Studio](#) – Marketing Agency (Athens)

*June 2021 – Present*

Planned and executed 360° SEO & Content Marketing campaigns leading a team of 3 SEO Specialists.

**Projects:** [Alumil](#), [IASO Group](#), [National Bank of Greece](#), [Kraft Paints](#), [Seajets](#), [Megaplast](#)

### Head of SEO & Content Marketing

[3ds.gr](#) – Digital Agency (Thessaloniki)

*March 2017 – May 2021*

- **Created & supervised the agency's SEO department** - defined workflows and trained a team of 4 SEO specialists and 2 digital copywriters
- Planned & executed **SEO campaigns** - research & competitor analysis, copywriting, technical audits, link building & organic performance reports
- Launched engaging **content marketing campaigns** - blog posts, educational articles, white papers, original research, case studies, infographics

## EDUCATION

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### Certificate in Digital Marketing

*Squared Online (scholarship) by Google  
London, 2014*

### MSc. in Marketing

*University of Leicester  
Leicester, 2012 – 2013*

### BSc. in International and European Economic Studies

*University of Macedonia  
Thessaloniki, 2007 – 2012*

## TOOLS & SOFTWARE

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- Google Search Console
- Google Analytics, GA4
- Ahrefs, SEMrush
- JetOctopus, Screaming Frog
- Google Data Studio
- Yoast SEO, RankMath
- Magento2 SEO Extension
- WordPress – WooCommerce
- Magento2
- Joomla! – VirtueMart
- Sitefinity

## PUBLICATIONS

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### [Search Engine Marketing](#)

*Published: Oct 2017*

### [Branding in the Digital Age](#)

*Published: Jun 2016*

### [Weird Fiction of Dreams & Magical Realism](#)

*Published: Jul 2021 (collective work)*

## EXPERIENCE (continued)

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### Sales & Marketing Account Manager

[Looksomething.com](#) – SaaS (Radio Apps & Websites)

*March 2017 – May 2021*

- Managed and grew client relationships; efficiently assisted & coordinated more than **600 accounts**
- Planned and executed all **digital marketing** initiatives – onsite & offsite SEO, Google Ads, content marketing, email & social media marketing
- Spearheaded sales achieving an avg. yearly **revenue growth of 25%**

### Performance Marketing Specialist

Freelancing – [taskosnikos.com](#)

*May 2016 – present*

Devised & implemented **SEO, Google Ads & Digital Copywriting** campaigns for selected clients.

**Projects:** [Haritidis Jewelry](#), [DesignsThis](#), *Fiorentino LFS*, *Koke Fashionshop*

## PROJECTS

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Visit [taskosnikos.com](#) for current & past projects.

Feel free to drop me a message at [seo@taskosnikos.com](mailto:seo@taskosnikos.com) or [LinkedIn](#) for access.

## REFERENCES

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All references can be found online at [LinkedIn](#).