

NIKOS TASKOS

SEO & Content Strategy Specialist

INFO



Location

Thessaloniki, Greece



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Email

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LinkedIn

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

EDUCATION

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*

EXPERTISE

- Technical Audits
- Website Migrations
- Research & Competitor Analysis
- Content Strategy
- eCommerce SEO
- B2B SEO
- International SEO
- SaaS SEO
- Google Business Profile

PROFILE

A performance-oriented **SEO & Content Strategy Expert** helping brands increase their organic visibility, so they don't have to spend (all of) their money on ads.

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

[View some of the brands I have worked with.](#)

EXPERIENCE

Head of SEO

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

June 2021 – Present

Planned & executed SEO & Content campaigns for a number of national & international projects, leading a dedicated team of 3 SEO Specialists and managing the strategic direction & growth of the BU.

Projects: *Alumil, IASO Group, National Bank of Greece, Helleniq Energy, Seajets, Lamda Development, Kraft Paints, Vikos Water, Institute of Life*

SEO & Content Strategy Expert

Freelancing – [taskosnikos.com](https://www.taskosnikos.com)

May 2016 – present

Performed local & national **Organic, Paid Media & Copywriting** initiatives.

Projects: *Haritidis Jewelry, Design Is This, Fiorentino LFS, Koke Fashionshop, Ouzounis Medical*

WORKED WITH

- WordPress – WooCommerce
- Magento2
- Drupal
- Joomla! – VirtueMart
- Sitefinity
- Shopify

SEO TOOLS

- Google Search Console
- Google Analytics 4
- Google Looker Studio
- Google Ads
- Screaming Frog
- SEO PowerSuite
- Ahrefs, SEMrush
- Yoast SEO, Rank Math

Personal Projects

[Miles with Vibes](#)

Travel Stories & Photography Blog

Owner, 2018 - Present

[The Searchologist](#)

SEO & Content Strategy Community

Owner, 2021

EXPERIENCE (continued)

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

Sales & Marketing Account Manager

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

March 2017 – May 2021

- Managed and grew client relationships; efficiently assisted and coordinated more than **600 accounts**, at a time
- 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%**

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

REFERENCES

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