

NIKOS TASKOS

SEO & Content Strategy Specialist

PROFILE

A performance-oriented **SEO Expert with 9 years of experience**, helping brands increase their organic visibility, so they don't have to spend (all of) their money on ads.

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)



Website

www.taskosnikos.com

CAREER MILESTONES

- Scaled 2 SEO BUs ([DOPE](#), [3ds](#)) from the ground up, driving significant revenue growth. Established roles, workflows & pricing models while overseeing budgets & securing high-profile clients through complex RFPs. Expanded SEO offering, ensuring sustainable growth & long-term profitability.
- Contributed in shaping the digital presence of [The Ellinikon](#), participated in the UX workshop alongside key stakeholders, secured the migration of 7 domains into 1 & preserved organic visibility.
- Led the global SEO campaign for [ALUMIL](#), coordinating efforts in Romania, Serbia, Egypt, Albania, Greece & Turkey. Acted as the central hub, aligning developers, marketing specialists & country managers to achieve results.
- Claimed & optimized the entire Google Maps network for the [National Bank of Greece](#), bringing structure to a complex, multi-layered organization. Demonstrated strong organizational skills by coordinating with diverse teams across all management levels.
- Optimized high-traffic websites ([in.gr](#), [tanea.gr](#), [ot.gr](#)) by leveraging data segmentation & analytics to prioritize high-impact tasks. Collaborated with technical teams & journalists to deliver strategies that boosted visibility in Google's news ecosystem.

EDUCATION

Certificate in Digital Marketing

Squared+ (scholarship) by Google, 2014

MSc. in Marketing

University of Leicester, 2012 – 2013

BSc. in International and European Economic Studies

University of Macedonia, 2007 – 2012

EXPERIENCE

Head of SEO

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

June 2021 – Present

Led the strategic planning & execution of organic growth campaigns for a diverse portfolio of brands. Managed a team of 5 SEO specialists, driving consistent business growth for the SEO unit.

Selected Projects: [ALUMIL](#), [IASO](#), [National Bank of Greece](#), [HELLENiQ ENERGY](#), [LAMDA Development](#), [The Ellinikon](#), [IN.gr](#), [TaNea.gr](#), [SEAJETS](#), [Kraft Paints](#), [Vikos Water](#), [Stoiximan Nation](#), [Mastercard](#), [Athens International Airport](#)

SEO SKILLS

- Technical Audits
- Website Migrations
- Research & Comp. Analysis
- Content Strategy
- Digital PR (Offsite)
- eCommerce SEO
- Google & Apple Maps
- Knowledge Panels
- Wikipedia Mgmt.
- Analytics & Reporting

REFERENCES

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

PROJECTS

[Miles with Vibes](#)

Travel Stories & Photography Blog

Owner, 2018 - Present

[The Searchologist](#)

SEO & Content Strategy Community

Owner, 2021

EXPERIENCE (cont.)

Head of SEO & Content Marketing

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

March 2017 – May 2021

- Created & supervised the agency's SEO BU - defined workflows and trained a team of 4 SEO specialists and 2 digital copywriters
- Planned & executed end-to-end SEO strategies, including research, audits, link building & performance analysis to drive organic growth
- Delivered impactful content campaigns, featuring blog posts, white papers, case studies & infographics.

Sales & Marketing Account Manager

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

March 2017 – May 2021

- Drove sales growth, achieving an average annual revenue increase of 25%
- Managed & expanded a portfolio of 600+ accounts with efficiency
- Strategically planned & executed digital marketing initiatives incl. SEO, Google Ads, content marketing, email & social media campaigns.

eCommerce SEO Strategist

Freelancing – [taskosnikos.com](#)

May 2016 – present

Worked with a number of national & local eshops to drive revenue growth through strategic SEO & Paid Media initiatives, leveraging data insights to optimize performance and enhance online visibility.

Selected Projects: *Haritidis Jewelry, DesignIsThis, Fiorentino LFS, YogiKuti, ARISTOTELI BITSIANI, Koke Fashionshop, Art Culture Deco*

[\[Visit my website to view some of the brands I have worked with\]](#)