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Ilia Zolas/Ilias Zacharias Tziollas

Digital Marketing Specialist & Web developer - iliazolas.com
3 March 1989, Greek South African

Accomplished Digital Marketing & Web Development professional with over 7 years experience in delivering profitable growth for businesses through quality traffic and sales conversions. Focused on maximising profit through a broad range of digital marketing strategies designed to boost on-site and offline sales.

My detailed experience enables me to engage with diverse teams in delivering projects from running SEO and SEM campaigns, through to PPC management, web development, social and email marketing.

Education - Ecole Hôtelière de Lausanne, 2012 - BSc in International Hospitality Management, Major Marketing. Crawford College - High School Diploma, 2007. University of Pretoria - Intermediate level Certificate for Photography, 2008. Trinity College London - Practical Music & Music Theory 2007.

Languages - English: Fluent , Greek: Second Language , Afrikaans: Third Language , French: Beginner

EXPERIENCE

January 2015
- current

The Digital Marketing Collaboration
Founder, CEO | Digital Marketing Agency

Outline

Founder & director of digital marketing agency providing a range of services to build or improve SME's online presence with a focus on delivering conversions through sales or qualified leads.

Key Responsibilities

- Managed **digital marketing** activities of over **40 SME's** in South Africa, UK, Singapore and Bali.
- Negotiated all client contracts, handled on-boarding and managed client relationships with recurring **meetings**, **webinars** and **newsletter updates** using tools like **Calendly**, **Zoom**, **Mailchimp** and **Skype**.
- Designed and developed company **website**, integrated **analytics** and **inbound marketing** tools as well as landing pages and **automated funnels** to qualify leads, supplemented with **search engine** and **social ads**.
- Created company and client **content strategies** as well as personally developed creatives through **photography** and **video** while handling post-production in the **Adobe Suite** pushing over 20 pieces of content per day.
- Developed company and client **social media strategies** while deploying content extensively through **Hootsuite**, optimizing for reach and engagement over **Facebook**, **Twitter**, **Instagram**, **Linkedin** and **Youtube**.
- Created **email marketing strategies** and coordinated them through **Mailchimp** to over 50'000 subscribers.
- Setup & optimised **ppc campaigns** through **Adwords**, **Facebook**, **Instagram**, **Twitter** and **Linkedin**.
- Setup and utilised **tracking pixels/tags** in company and client sites for **remarketing** and advanced **analytics**.
- **Sourced** and managed **graphic designers**, **developers** and **content creators** for various client projects.
- Manage day to day **administration** of business with thorough use of **Trello**, **Sage** and **Xero** for invoicing/CRM.
- Own and maintain multiple **Godaddy business hosting** accounts with use of **Cpanel tools/apps** and **FTP**.
- Extensive use of **Google Analytics** to collate company & client data to create actionable reports.

Key clients

180 Degrees Catering & Confectionery: Created company site and provided end-to-end digital marketing services for over 7 years as well as managed search and social campaigns which grew the 180 community to over 80'000 users across South Africa.

Billionaires Row South Africa: Created the company website and produced all brand content while deploying an organic social media strategy to grow the brand to an audience of over 7'000 users in South Africa.

Munchachos: Managed company site, its content creation as well as inbound marketing strategies using Adwords, Facebook, Instagram and Mailchimp automation to an audience of 300'000 users in the UK.

Magma Wallcovering: Created the company website with a searchable database of +7000 wallpaper items while providing end-to-end digital marketing services resulting in a consistent 40+ leads per month in South Africa.

Koen + Associates Architecture: Developed company website using Wordpress while creating branded content and deploying an organic social media strategy to 900+ real estate developers in South Africa.

Blue Moon Experiences: Created company website for a fitness brand that utilizes website memberships, online bookings and credit card payments.

Food Ventures Singapore: Created the company website using Wordpress & Divi to enable staff to manage and maintain their own site.

Jacfest: Created company website using Wordpress & Divi which was integrated with Woocommerce and booking engine to sell tickets & receive payments for Jacfest music events .

June 2013
- December 2014

180 Degrees Catering & Confectionery
Marketing Manager | Food Service Provider

Outline

Employed during the company's startup phase, I was responsible for establishing a marketing department that focused on digital marketing while handling multiple office and factory duties.

Key Responsibilities

- Created the company's first **website** using **Xara**, integrated with **Google Analytics**. Redesigned website in **Wordpress** to accommodate better functionality due to increasing online activity from demand.
- Drove **SEO campaigns** by following best practices in keyword use, backlinks, metadata and update frequency.
- Handled all **website administration**, catalogue updates and management of **cloud storage services** which I setup to optimise file sharing between departments, driving up efficiency significantly.
- **Photographed** and edited over 500 product images as well as assembled product catalogues using a **Canon DSLR**, **Word**, **Photoshop** and **Illustrator**. Images were also re-purposed as social media content.
- Created and drove **organic social media strategies** across **Facebook**, **Instagram**, **Pinterest** and **Linkedin** through high post frequencies and use of local tags which boosted company into a competitive local brand.
- Created **ppc campaigns** over **Adwords**, **Facebook**, **Twitter** and **Linkedin** which drove company sales to record levels, securing new B2B relationships and sales from new geographic locations in South Africa.
- Setup **Mailchimp** and managed a weekly newsletter with a growing subscriber base of +10'000 subscribers.
- Created and analyzed customer surveys setup via the 180 website and through email communication.
- Integrated **Woocommerce** and setup an online store with over 100 products to **automate online orders**.
- Handled additional responsibilities such as end of day cash-ups, HACCP compliance of factory and staff.
- **Designed** business cards, letterheads, email signatures and vehicle car branding using **Word** and **Illustrator**.
- Occasionally assisted in the **kitchen** on large food orders as well as assisted in **deliveries** when understaffed.

October 2012
- June 2013

T.E. Trade Events
Marketing Coordinator | Large scale trade exhibitions

Outline

Reporting to the Marketing Manager and Director, I created and implemented online strategies for multiple subsidiary brands in the Professional Beauty, Hair, Medical Aesthetics and Facilities Management spaces.

Key Responsibilities

- Managed and **updated blog posts** and **banner ads** on the T.E. Trade "Professional Beauty" website.
- Managed local **server storage** as well as setup cloud storage through **Dropbox** to drive efficiency.
- Conducted **customer surveys** about event experiences which produced actionable insight.
- Created **organic social media strategies** over **Facebook**, **Twitter**, **Linkedin** and **Pinterest**.
- **Curated** and **published content** to company website and subsidiary brand social media accounts.
- Regular use of **Hootsuite** to deploy content automatically and collate social media analytics.
- Coordinated **email campaigns** to databases with over **500'000 contacts** through the use of **HTML emails**.
- **Filmed** and edited event videos which were uploaded to **Youtube** and shared over social media.
- Assisted in creating **copy** for magazine **inserts**, **promotional material**, **billboards** and **sign-posts**.
- Participated in **managing guests** and **troubleshooting problems** during major **industry events**.

Skills & Applications

Core Skills:

Wordpress Development, Hosting, Email Marketing, Social Media Marketing, Search Engine Optimisation, PPC Campaign Management, Analytics & Reporting, Content Marketing, Similarweb, Nibbler, Moz

Software & Markup:

Microsoft Office (Word, Powerpoint, Excel, Outlook) – Adobe Suite (Photoshop, Illustrator, InDesign, Premier Pro, After Effects, Audition, Fuse, Lightroom) – Wordpress (Divi, Elementor, Storefront, Woocommerce, Yoast SEO, Wordfence) – Hootsuite – Hopper – Mailchimp – Dropbox – Google (Analytics, Adwords, Adsense, Search Console, My Business) – SPSS – Blender – Html – CSS – Javascript – Node – React – PHP – Chrome Developer Tools – Github – Moz – Tableau – Logic Pro X – Reason – Ableton

Courses & Certification :

Udemy: Beginner Full Stack Web Development: HTML, CSS, React & Node, Digital Marketing + Business.
Google Courses: Adwords Certification, Google Analytics Certification
Facebook Courses: Facebook Blueprint.

Additional Information: University Music Committee President, High School Prefect, Primary School Swimming Captain, Guitar, Bass, Piano, Drums, created and performed song for TEDxEHL, session musician for South African TV series 'Redemption', final year dissertation on **effects of music on restaurant guest behaviour**.