



Io FLOROU

Digital Marketing Consultant

✓ Summary

Motivated Digital Marketing Consultant with strong background in Communication studies. I am currently an MSc student in Digital Marketing and Sales at Kedge Business School located in Marseille, France. I previously worked as a Google Ads Account Consultant of Greece, Cyprus and Malta in Teleperformance as part of a project with Google. I hold a BA in Communication and Media Studies from University of Athens, and I was also an Exchange Student in University of Porto.

📁 Work Experience

Google Ads Account Consultant for Advertising Agencies in Greece, Cyprus & Malta / CDI **10/2019 – 09/2020**

Teleperformance, Barcelona

- Enhanced **300 Google Ads Accounts** of 50 different Agencies
- Managed portfolios of more than **1.2M of revenue each quarter**
- Implemented creative ways to improve Agency relationships, tailor and share performance-enhancing suggestions for their end client accounts.
- Provided strategic advice and help agencies get the best ROI on their clients advertising investment by working closely with them in a consultative role.
- Developed creative ideas (Search, Display Network & YouTube).
- Consistently deliver against assigned quota, while prioritizing and delivering outstanding customer sales experience to Media Agencies.
- Deliver training sessions to colleagues on Google Ads to drive more sales.

Business Developer & Account Manager for the Greek Market / CDD **Click&Boat, Paris** **10/2018 – 10/2019**

- Prospected more than **400 boats** for the platform
- Ad creation for boats, implementing the best SEO practices
- Worked as a member of the international Business Development
- Participation in the upgrade of the services, based on customer feedback
- Generated business with the Greek charter companies
- Management of more difficult and complex cases with the biggest charter companies

🎓 Education

MSc Digital Marketing & Sales **10/2020 – Present**
Kedge Business School, France

BA in Communication & Media Studies **10/2013 – 06/2018**
University of Athens

GPA: **7.4**

- Specialization: Marketing Funnels & Communication

ERASMUS+ Student Exchange **01/2017 – 07/2017**
University of Porto

- Journalism & Communication

☀ Interests

Piano, European filmography, Surfing, Volleyball

Personal information

✉ io.flrou@gmail.com
☎ 0766485306
🏠 70 Avenue d'Haifa
Marseille
👤 25 years old

Skills

Google Ads
Google Analytics
Microsoft Office/Excel/Powerpoint
Facebook Ads

Language

Greek - Native
French - C1, Fluent
English - IELTS, Fluent

Links

