

Konstantinos Soldatos

About Me

As a Performance Marketing professional specializing in PPC, i have over five years of experience in digital marketing, with a strong focus on the highly competitive travel industry. Throughout my career, i have managed more than 16 million in advertising spend across multiple digital channels and markets. Alongside my professional work, i am also a PhD candidate, with my research focusing on Rational Choice Theory and investor behavior in the context of Non-Fungible Tokens (NFTs).



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Eleftheriou Venizelou 60



M.O: Fulfilled

Languages

Greek



English



French



Education

PhD Candidate (2023-) Department of History and Philosophy of Science
National and Kapodistrian University of Athens

BSc Computer Science (2021)*
Hellenic Open University (attending specific teaching modules)

MA Political Science & Sociology (2017-2019)
National and Kapodistrian University of Athens

BSc History and Philosophy of Science (2012-2017)
National and Kapodistrian University of Athens

Work Experience

SKY express | Airline Company (2025 - 2026)
Google Ads, Meta Ads, DV360, Tag Manager, GA4

Relevance | Digital Marketing Agency (2024 - 2025)
Google Ads, Tag Manager, GA4

Disolt | Digital Marketing Agency (2021- 2024)
Google Ads, SEO, Social Media, Graphics

Mikel Coffee Company (2018-2021)
Barista, Waiter, Cashier

Malou Food – Estrella (2017-2018)
Waiter

Voluntary Work

Art Wall & Cheap Art NGO (2012-2018)

Assistant Communication Officer

palcosenico.gr (2024-currently)

Columnist

Seminars etc

Seminar: Web Design & Development (2023)
AKTO

Certification Google Ads (2022,2023,2024,2025)
Google Skillshop

Certification Tik Tok (2022)
Tik Tok Academy

Seminar: Digital Marketing (2021)
National & Kapodistrian University of Athens

Seminar: Javascript, HTML, CSS (2021)
National & Kapodistrian University of Athens

ECDL Core (2020)
Ε.Ο.Π.Π.Ε.Π.

Proficiency & Lower | English
LRN & Michigan

Fundamental Digital Marketing (2020)
Google Digital Garage

Hard Skills

e-Shop Managment (WooCommerce), **Social Media Managment** (Meta, Spotify, Twitter, Discord, Tik Tok), **Structured and object oriented programming**: HTML, CSS, Python, Data Analytics: SPSS – IBM. **Data Management**: Google Analytics, Tag Manager. **Video Editing Programs**: Adobe Premiere, Adobe After Effects. **Photo Editing Programs**: Adobe Photoshop.