

# KONSTANTINOS PETRIDIS

## MARKETING AND COMMUNICATIONS PROFESSIONAL

Creative marketing strategist with experience in brand management, integrated campaigns, and digital growth initiatives. Blends strategy and execution to deliver measurable performance across channels.

### CONTACT

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### FOCUS AREAS

Growth Strategy  
Campaign Architecture  
Demand Generation  
Marketing Analytics  
Audience Development  
Conversion Strategy  
Lifecycle Marketing  
Brand Strategy  
Channel Optimization  
Revenue Enablement

### HANDS-ON WORK

Conversion Tracking  
A/B Testing  
Marketing Automation  
CRM Platforms  
Creative Production  
Performance Reporting  
Funnel Optimization  
Content Development

### CERTIFICATIONS

AI for Leaders  
edX | 2026  
Analytics for Decision Making  
edX | 2026

### EDUCATION

Lasell University  
Newton, MA  
BA in Communications  
& Creative Advertising

### WORK EXPERIENCE

#### Marketing Coordinator

10/2024 – Present

Morgan Memorial Goodwill Industries - Boston, MA

- Drive marketing, communications, and digital initiatives across MMGI and Goodwill Boston Career Center, supporting workforce development programs, retail operations, and fundraising strategy.
- Direct website strategy and performance across multiple organizational platforms, driving structural improvements, content alignment, and user experience enhancements.
- Manage social media strategy and execution across Facebook, Instagram, LinkedIn, and TikTok, driving sustained audience growth, engagement, and visibility for campaigns and events.
- Execute integrated campaigns across email, web, social, paid media, and out-of-home advertising, coordinating with external vendors and media partners as needed.
- Oversee marketing operations for major organizational events, coordinating registration systems, workflow execution, and on-site logistics while improving attendee experience.

#### Social Media Manager/Bartender

08/2024 – 10/2025

Mission on Fire - West Roxbury, MA

- Supported promotions and seasonal campaigns through in-house marketing, social media, and visual merchandising.
- Operated effectively in a high-volume environment, demonstrating strong prioritization and decision-making skills.
- Balanced multiple priorities while maintaining accuracy and consistent performance.
- Through proactive customer engagement, I anticipated customer needs while upholding quality and brand standards.

#### Server/Bartender

06/2022 – 01/2024

Maggianos Little Italy - Boston, MA

- Delivered consistent, quality service in a high-volume environment, learning to adapt quickly to changing priorities.
- Utilized communication and problem-solving skills to resolve issues, maintain brand standards, and contribute to positive customer experiences.

#### Marketing Coordinator

02/2019 – 03/2021

Coldwell Banker Realty - Wellesley, MA

- Coordinated with agents to tailor marketing materials and campaigns to target audiences and market trends.
- Developed print and digital marketing collateral to support agent branding, client outreach, and lead generation.
- Planned and executed social media campaigns, analyzing metrics to inform optimization and improve engagement.
- Supported cross-functional marketing initiatives through research, execution, and internal training coordination.

#### Business Development Coordinator

10/2017 – 1/2019

Theia Brands Inc. - Franklin, MA

- Produced copy and multimedia assets for advertising, digital campaigns, and event promotion.
- Directed website content strategy and structural improvements to enhance usability, clarity, and brand alignment.
- Partnered with cross-functional teams to develop and align on retail outreach strategy and target account planning.
- Executed outreach and product presentations to retail buyers, expanding distribution through in-store placements.

#### Program Director - Development and Marketing

07/2016 – 07/2017

The Anthem Group - Boston, MA

- Cultivated community partnerships and secured organizational support through grant proposals and outreach.
- Designed and produced promotional materials for major events, including the 4th of July Celebration at the Charles River Esplanade, New England Dessert Showcase, Backpack-a-Thon, and Hoop Dreams at TD Garden.
- Directed digital marketing efforts across email, blog, newsletter and socials to drive event visibility and engagement.

#### Marketing Communications Coordinator

05/2015 – 10/2015

Cradles to Crayons - Brighton, MA

- Collaborated with internal teams and community partners to develop donor-focused outreach materials that increased public visibility and community engagement.
- Executed marketing initiatives across content, social media, and event promotion to expand brand awareness and drive donor participation.