




# 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*

- Owned and drove multi-channel marketing strategy and execution across donations, workforce programs, and retail initiatives statewide.
- Led end-to-end campaign planning and execution for Career Center launch, ADC campaigns, Round-Up program, and community donation partnerships.
- Directed integrated, multi-channel campaigns across web, email, social, paid media, and in-store channels, aligning marketing with operational performance.
- Owned campaign strategy, messaging, and execution from concept through launch, driving cross-functional alignment across teams and partners.
- Scaled Facebook from 7.8K → 9.4K and Instagram from 3.5K → 8.9K since Oct 2024, increasing reach and engagement.

#### Social Media Manager/Bartender

08/2024 – 10/2025

*Mission on Fire - West Roxbury, MA*

- Executed integrated marketing and promotional campaigns across social media and in-store channels.
- Drove customer engagement through content strategy, promotions, and real-time interaction in high-volume setting.
- Aligned marketing initiatives with daily operations, ensuring campaigns translated into customer traffic and revenue.

#### 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*

- Executed multi-channel marketing campaigns and content strategies across digital and print to support agent growth.
- Developed branded marketing assets and social campaigns, increasing visibility and engagement.
- Analyzed campaign performance and optimized content strategy to improve reach and effectiveness.

#### Business Development Coordinator

10/2017 – 1/2019

*Theia Brands Inc. - Franklin, MA*

- Executed digital campaigns and developed content to drive brand growth and product visibility.
- Partnered cross-functionally to align marketing with retail and sales strategy, driving product visibility.
- Developed marketing assets and messaging to support product positioning and go-to-market initiatives.

#### Program Director - Development and Marketing

07/2016 – 07/2017

*The Anthem Group - Boston, MA*

- Directed marketing strategy for large-scale public events, including the 4th of July Celebration at the Charles River Esplanade, New England Dessert Showcase, Cradles to Crayons Backpack-a-Thon, and Hoop Dreams at TD Garden.
- Built and expanded community partnerships, securing organizational support through grant proposals and outreach.
- Executed digital campaigns across email, blog, newsletters, and social, increasing event visibility and engagement.

#### Marketing Communications Coordinator

05/2015 – 10/2015

*Cradles to Crayons - Brighton, MA*

- Led donor-focused marketing and communications initiatives across content, social media, and event promotion to increase public visibility and community engagement.
- Directed messaging strategy and cross-channel promotion for the annual Backpack-a-Thon campaign, strengthening donor engagement and elevating community brand presence.