

# KONSTANTINOS PETRIDIS

## MARKETING AND COMMUNICATIONS SPECIALIST

Creative marketing professional specializing in campaign strategy, brand development, and messaging. Combines strategic thinking with hands-on execution to drive engagement, strengthen brand presence, and deliver measurable performance.

### CONTACT

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### FOCUS AREAS

Campaign Strategy  
Brand Development  
Messaging & Positioning  
Performance Analytics  
Paid Media & Partnerships  
Program Management  
Marketing Operations  
Content Systems  
Audience Targeting  
Digital Platforms

### HANDS-ON WORK

Email Marketing  
Conversion Tracking  
A/B Testing  
Marketing Automation  
CRM Management  
Content Development  
Performance Reporting  
Funnel Optimization  
Website Management

### 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 Specialist

Morgan Memorial Goodwill Industries - Boston, MA October 2024 - Present

- Manage marketing across digital, web, email, social, and paid channels supporting statewide programs and initiatives.
- Own campaign strategy and execution from planning through launch, aligning teams, channels, and messaging.
- Improve campaign performance by leveraging engagement, reach, and conversion data to refine targeting, messaging, and channel strategy.
- Oversee website infrastructure including landing pages, content updates, and event registration systems across multiple properties.
- Coordinate paid media and advertising efforts across vendors including MBTA, radio, and external media partners, managing placements, outreach, and budget allocation.

#### Social Media Manager/Bartender

Mission on Fire - West Roxbury, MA August 2024 - October 2025

- Executed integrated social and in-store marketing campaigns to drive engagement and foot traffic.
- Increased customer engagement through targeted content, promotions, and interactions in a high-volume setting.
- Translated marketing initiatives into measurable traffic and revenue through operational alignment.
- Supported in-store operations while reinforcing campaign execution and customer experience.

#### Server/Bartender

Maggianos Little Italy - Boston, MA June 2022 - January 2024

- Operated in a fast-paced, high-volume environment while maintaining consistency, speed, and brand standards.
- Maintained strong awareness of "silent service" principles, anticipating guest needs and reinforcing a seamless customer experience.

#### Marketing Coordinator

Coldwell Banker Realty - Wellesley, MA February 2019 - March 2021

- Executed multi-channel marketing campaigns across digital and print to support agent growth and market visibility.
- Developed branded marketing assets and social content aligned with property positioning and target audiences.
- Analyzed campaign performance and adjusted content and channel strategy to improve engagement and reach.

#### Business Development Coordinator

Theia Brands Inc. - Franklin, MA October 2017 - January 2019

- Developed and supported digital marketing campaigns to increase brand visibility and product awareness.
- Partnered cross-functionally with retail and sales teams to align marketing with go-to-market strategy.
- Created and refined marketing assets and messaging to support product positioning and launches.
- Managed website content, landing pages, and ongoing updates to support campaigns and digital presence.

#### Program Director - Development and Marketing

The Anthem Group - Boston, MA July 2016 - July 2017

- Directed marketing strategy for large-scale public events, including Boston's 4th of July Celebration at the Esplanade, New England Dessert Showcase, Maine Lobster Festival, and Hoops Dreams at TD Garden.
- Built and expanded community partnerships, securing organizational support through grant proposals and outreach.
- Managed digital content across all social channels, including newsletter and blog content, to drive engagement.
- Developed and managed recurring public programming, including Sunrise Yoga and weekly brunch events with live music, overseeing vendor outreach, scheduling, and partner coordination.

#### Marketing Communications Coordinator

Cradles to Crayons - Brighton, MA May 2015 - October 2015

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