

KONSTANTINOS PETRIDIS

I'm a marketing and communications professional whose work has increasingly expanded into development, partnerships, and community engagement. My background spans nonprofit, experiential, consumer, real estate, and hospitality organizations, but the common thread has always been connecting people to programs, organizations, and experiences.

CONTACT



617-821-0589



kostas@kpetridis.com



kpetridis.com



Boston, MA

FOCUS AREAS

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

SKILLS

Paid Media
Email Marketing
Website Management
Campaign Reporting
Media Buying
Vendor Coordination
Event Production
Fundraising Communications
Digital Advertising
Content Management
Audience Research
CRM & Email Systems

CERTIFICATIONS

AI for Leaders
edX | 2026

Analytics for Decision Making
edX | 2026

EDUCATION

Lasell University
Newton, MA

Bachelor of Arts
Communications & Creative Advertising

WORK EXPERIENCE

MORGAN MEMORIAL GOODWILL INDUSTRIES

Marketing Specialist | Boston, MA

October 2024 – Present

- Lead communications for statewide workforce programs, fundraising, retail, and organizational initiatives, reaching job seekers, donors, shoppers, employers, and community partners.
- Manage campaigns across radio, MBTA advertising, paid social, email, web, and Goodwill stores, coordinating creative, targeting, budgets, media placement, and performance with external partners.
- Grew multiple Goodwill social media accounts to 10K+ followers and manage email communications reaching 22K+ subscribers, expanding audiences for programs, retail, fundraising, and community initiatives.
- Played a key role in Goodwill's website redevelopment and launch, reorganizing content, building campaign and fundraising pages, managing redirects, and reviewing the new site before and after launch.
- Oversee the Round-Up fundraising program across retail locations, visiting stores to assess the campaign, gathering employee feedback, and improving signage, multilingual materials, and customer messaging.
- Build employer support for a new EV workforce training program, researching the industry, identifying prospective partners, conducting outreach, and securing formal commitments to support the program.

MISSION ON FIRE

Social Media Manager/Bartender | West Roxbury, MA

August 2024 – October 2025

- Managed social media and digital promotions for events, menu launches, seasonal offerings, and weekly programming, building local awareness and driving traffic to the restaurant.
- Used direct customer feedback and sales patterns to shape content and promotions, connecting digital campaigns with real-world audience behavior and the in-person guest experience.

COLDWELL BANKER REALTY

Marketing Coordinator | Wellesley, MA

February 2019 – March 2021

- Managed marketing for residential listings and agent business development, producing digital, print, email, and advertising campaigns tailored to individual properties and local markets.
- Coordinated listing launches, photography, advertising, promotional materials, and vendors while developing agent branding that maintained Coldwell Banker standards and differentiated individual agents.

THEIA BRANDS INC.

Business Development Coordinator | Franklin, MA

October 2017 – January 2019

- Supported business development and marketing for consumer brands, creating sales materials, presentations, digital content, and promotional assets for retail and distribution opportunities.
- Researched prospective accounts and market opportunities, supported outreach and sales initiatives, and coordinated materials needed to move new business conversations forward.
- Worked across sales, marketing, and product priorities to keep brand materials, account information, and business development efforts organized and moving.

THE ANTHEM GROUP

Development & Marketing Program Director | Boston, MA

July 2016 – September 2017

- Directed development and marketing 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 community partnerships and secured organizational support through grant proposals and targeted outreach, while managing partner and vendor relationships tied to public events and programming.
- Drove event communications across email, social, newsletters, and digital channels to increase participation and keep audiences engaged.
- Created recurring public programming, including Sunrise Yoga and weekly brunch events with live music, overseeing vendor outreach, scheduling, and partner coordination.

CRADLES TO CRAYONS

Marketing Communications Coordinator | Brighton, MA

May 2015–October 2015

- Led donor communications across content, social media, and event promotion, connecting Cradles to Crayons' mission with donors, supporters, and community audiences.
- Developed messaging and multi-channel promotion for the annual Backpack-a-Thon, supporting donor engagement, event participation, and broader campaign visibility.

ADDITIONAL EXPERIENCE

MAGGIANOS LITTLE ITALY

Server / Bartender | Boston, MA | June 2022–January 2024