



## Contact



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Portfolio:

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## Education

- **7o Lykeio Patras Greece**  
Completed in 2007
- **Digital Marketing Certificate by CareerFoundry**  
Completed in 2024



## Transferable Skills

- Speaking (verbal communication)
- Listening
- Negotiating
- Persuading
- Debating
- Problem solving
- Typing
- Prioritization
- Time management
- Critical Thinking



## Hard Skills

- Web design
- Social media management
- CMS, SEO, NSM, etc.
- User Research
- Branding Style Guides
- Moodboard Design
- Persona Creation



## Languages

English (C1)  
German (B1)  
Greek (Native)



## Digital Tools

Canva  
Google Docs, sheets, etc.  
Wordpress  
A.I.  
Asana  
Google & Bing Search  
Google Analytics  
MailChimp

# Sami Tachiri

## Digital Marketing Manager & Consultant

### Profile

Digital marketing specialist with a CareerFoundry Degree, excelling in social media management, content creation, SEO, and design. Proven results in strategic project approaches. Technical proficiency combined with creativity, adaptability, and strong communication skills. Committed to continuous learning, staying current with industry trends. Emphasizes collaboration with clients for tailored, impactful digital strategies. Ready for inquiries, consultations, or collaborations to create long-term success.

### CareerFoundry Projects

#### Company Name: One Health

One Health is a health and wellness organization prioritizing comprehensive and accessible healthcare solutions. Committed to improving lives through personalized care, innovative medical services, and community engagement, their mission is to promote well-being and healthy living. One Health advocates a holistic approach addressing both physical and mental health needs, aiming for a positive impact on individuals and communities.

In the One Health project, I spearheaded end-to-end paid marketing campaigns on diverse platforms like Facebook, Instagram, Google, and YouTube. I crafted ads for awareness, consideration, and conversion stages, analyzed metrics for optimization. Conducted A/B tests, tracked KPIs, and provided data-driven recommendations that were integral to enhancing campaign efficacy. And afterwards my role expanded to strategic planning, creative testing, keyword selection, and budget management, ensuring a holistic digital marketing approach aligned with One Health's objectives.

#### Company Name: Inclusive Tomorrow

Inclusive Tomorrow, a non-profit deeply committed to inclusivity, is dedicated to positive social change through various initiatives. Recently adopting a multi-channel approach for its spring campaign, the organization aims to broaden its impact and reach, aligning communication efforts with its diverse and interconnected mission.

As a digital marketer for Inclusive Tomorrow, I led the analysis of diverse marketing channels, crafted creative briefs for the production team, and contributed to the multi-channel strategy for the spring campaign. Guiding the transition to multi-channel marketing, I emphasized a holistic approach to enhance inclusivity and diversity initiatives. Collaborated with stakeholders, particularly the creative production team, was crucial, and my adaptability and continuous learning played a key role in overcoming challenges. The impact of my efforts is reflected in the successful execution of tasks, contributing substantially to the campaign's overall strategy and achieving measurable goals.

#### Company Name: Straight To The Point

Straight to the Point is the go-to for busy professionals and fitness enthusiasts seeking efficient health solutions. Offering high-quality vitamins, supplements, proteins, and body-care products, they prioritize effectiveness and convenience for those with fast-paced lifestyles. Committed to simplifying your wellness journey, their products are straightforward, effective, and tailored to meet your health goals.

As the digital marketer for "Straight to the Point," I orchestrated a holistic strategy, allocating efforts across channels: organic social (30%), paid social (20%), SEO optimization (15%), blog content creation (15%), paid search campaigns (10%), and email newsletters (10%). Collaborating with stakeholders, my goal was to enhance brand visibility and drive sales, with a primary focus on aligning the brand with the lifestyles of target personas for a 20% sales increase within the next quarter.

### My Overall Contribution to those Projects

- Created websites and video ads
- Managed websites and video ads
- Created buyer personas
- Conducted market and competitor research
- Analyzed and reported on results and KPIs
- Converted raw data into graphs and charts
- Developed and implemented a multi-platform organic social media strategy
- Created email campaigns
- Managed the Search Engine Optimization
- Gave solutions to roadblocks and challenges

# Other Experiences

● **September 2006 - January 2010**

**Xoriatiko Bakery in Patras Greece**

Baker

At Xoriatiko I was **in charge of the production** and **overseeing the quality of the products** that we let out, making sure that nothing spoiled or wrong would reach the hands of our customers

● **February 2010 - January 2012**

**Fingers Grill Bar-Restaurant In Patras Greece**

Barkeeper & Service

At Fingers I was given the opportunity to **manage the bar with the purpose of creating a fun and welcoming environment** for our guest to kick back, relax, or just spend some quality time while they wait for a table opening

● **February 2012 - December 2014**

**Amstel Beer Factory in Patras Greece**

Production Assistant & Logistics

At the Amstel Factory I was part of a large team that **were given the responsibility of making sure that our product would keep being top notch** and that it would be store and/or loaded properly until it reached our buyers.

● **February 2015 - August 2015**

**Pub 18 in Cairo Egypt**

Bar-Manager

At Pub 18 I was **hired to lead a team of new to the bar-keepers job and I also was appointed to train them in the matters of hospitality** and mixology making sure that they could handle busy nights and of course busy customers.

● **February 2016 - April 2019**

**Alexis Sorbas Greek Restaurant in Ulm Germany**

Barkeeper & Service

At Alexis Sorbas I was put in charge of the bar and was given the chance to **re-invent and better its menu and customer experience** in order to give it a proper look and brand new feel.

● **April 2019 - November 2019**

**Barfüsser Bar-Restaurant in Ulm Germany**

Bar-Chef

At Barfüsser I was a part of a large team that were **hired to come up with different angles and unique ways in order to** please our audience and of course **keep them as repeat customers** for the long run.

● **December 2019 - February 2020**

**Firma Coha Entertainment casinos in Ulm Germany**

Host

At Coha Entertainment casinos I was given the opportunity of being **a host, with the sole responsibility of tending to our customers needs** and make his experience as delightful as possible.

● **October 2021 - March 2023**

**Amazon Warehouse in Witten Germany**

Cpt Auditor, Quality Auditor, Loader, Runner  
& Project Owner

At Amazon I was **in charge** of a team that (including myself) were responsible **of time management**, ensure processes **meet defined standards**, handle the **loading of goods in logistics**, document **delivery** and lastly as a project owner I was in charge of **project planning, execution, and its success.**