

ANTONIS LYKISSAS

Head of Marketing | Growth, Performance & SEO | Ex-Deloitte Digital

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CORE STRENGTHS

Growth strategy
Performance marketing
SEO & content growth
Funnel / CRO
Budget management
CAC, CPA, ROAS, margin
Attribution & analytics
Marketplace growth
Team leadership
Board reporting
Cross-functional execution

TOOLS

Google Ads / PMax / DSA
GA4 / GTM / GSC
Ahrefs / SEO tools
Meta Ads / Taboola
Looker Studio
Excel / Sheets
Mailchimp / Zoho Campaigns
CRM & email workflows
Consent Mode / CMP coordination

EDUCATION

MSc, Management Science & Technology
Athens University of Economics and Business, 2021 - 2023
BSc, Economics
University of Piraeus, 2010 - 2015

LANGUAGES

Greek: Native / fluent
English: Fluent
French: Intermediate

PROFILE

Growth-focused marketing leader with 9+ years across performance marketing, SEO, media planning, analytics and digital consulting. Currently leading marketing at Pricefox.gr, with ownership of acquisition strategy, budget allocation, team coordination, board-level reporting and cross-functional growth across insurance and energy verticals. Strongest edge: connecting marketing execution with unit economics, measurement and practical operating cadence.

EXPERIENCE

Head of Marketing | Pricefox.gr | Jun 2024 - Present

- Own marketing strategy for an insurance and energy comparison platform, covering acquisition, brand, CRM/email, SEO/content and offline media.
- Manage a **7-figure annual marketing budget** across Google Ads, PMax, DSA, Meta, Taboola, affiliates/partners, SEO, email and TV/radio/cinema media.
- Shifted planning and reporting toward **unit economics**: CPA, Digital CAC, ROAS, renewal value, contribution margin and channel-level efficiency.
- Led SEO roadmap across E-E-A-T, content audits, sitemap restructuring, landing pages and Product/Tech collaboration; improved tracked car-insurance organic rankings from approx. **6.8 to 2.7 average position**.
- Built a clearer marketing operating cadence: campaign post-analysis, process library, feedback loops and alignment with Sales, Operations, Product and Business Development.
- Lead internal specialists across PPC, SEO and content, plus external agencies and group media partners.

Manager | Deloitte Digital Greece | Oct 2020 - Jun 2024

- Led digital marketing and media consulting projects from planning to delivery, aligning workstreams with client business objectives.
- Coordinated cross-functional teams across strategy, marketing, technology and media to deliver integrated solutions for corporate clients.
- Prepared senior-stakeholder analysis, presentations, project plans and performance recommendations.

Media Consultant | Accenture Greece | Apr 2019 - Sep 2020

- Supported marketing, media and digital transformation projects, combining structured problem-solving with client-facing execution.
- Contributed to campaign, reporting and operating-model workstreams for large organizations.

Media Planner | Carat Greece | Jun 2017 - Apr 2019

- Planned and delivered 360-degree campaigns across TV, radio, print, digital and outdoor for local and international clients.
- Managed day-to-day client communication, campaign execution and post-campaign performance analysis.

References available upon request