DIMITRIOS ANTONOPOULOS

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Marketing Engineer with 6+ years across in-house, agency and consultancy teams, turning manual marketing processes into systems. At Estée Lauder Companies, builds AI agents, API pipelines and Power BI dashboards that brand teams rely on every week. Combines hands-on paid media, GA4 and GTM expertise with senior stakeholder leadership, external agency management and multi-client consultancy delivery at Eight8.

See my projects, results and live work at dimiant.com →

WORK EXPERIENCE

Data Insights Analyst, Estée Lauder Companies — July 2026 - Present

- Built an AI-powered pipeline feeding Power BI dashboards for promotions, launches and key trading moments: an agent ingests brand submissions in mixed formats and standardises the data, removing manual consolidation.
- Built Copilot agents that turn retailer promotion emails into a central tracker (archiving each newsletter as PNG and PDF) and monitor ELC and competitor websites for promotional activity.
- Built a Meta Ad Library exporter for competitor ad tracking, and trained the team to use each of these tools day to day.
- Deliver consumer analytics for brand and corporate teams across Skincare and Haircare, analysing CRM, BHT, retailer and competitor data to inform retention, loyalty, category and go-to-market decisions.
- Own recurring and ad-hoc Power BI reporting, evolving the dashboard suite to improve usability and reporting efficiency.
- Partner with brand, Finance, Media and Consumer Insights teams and global Enterprise Marketing and Analytics to build a unified view of the consumer.

Media Analyst, Estée Lauder Companies — July 2025 - July 2026

- Automated Criteo reporting end to end: built a Python tool pulling the Criteo API into Plotly dashboards at campaign, line item and product level, plus an AI agent that drafts weekly and monthly performance reports, replacing manual Excel reporting and becoming the brand teams' standard view of Criteo activity.
- Built a retailer campaign dashboard covering ELC-funded in-store and retailer-led activity outside sponsored ads, turning inconsistent retailer reporting into clear visual results; adopted across brands and presented at VP level.
- Drove cross-retailer investment decisions by consolidating campaign data into a single view, introducing diminishing returns and efficiency modelling to guide spend allocation.
- Led the transition of Criteo retail media in-house across the ELC portfolio, owning the operating model end to end and managing purchase orders in excess of £2M.
- Owned retail media strategy, budget allocation and performance across 4 brands, delivering +80% ROAS improvement while scaling investment by +60%.
- Acted as the central point of contact between brand teams, retailers and Criteo, translating performance into commercial recommendations for senior stakeholders.

Digital Marketing Consultant, Eight8 — July 2020 - Present

- Lead analytics and Google Tag Manager implementation across client sites: GA4 set-up, container builds, event and conversion tracking and QA, fixing measurement issues that distorted reporting.
- Own client relationships end to end: performance calls, strategic recommendations and weekly and monthly reporting, building tooling that makes delivery repeatable across accounts.
- Manage paid search for multiple concurrent client accounts across Google Search Ads and Microsoft Advertising, with combined media spend of approximately £80K per month.
- Delivered a 20% ROAS improvement for a retained client over a three-year engagement, sustained through iterative testing and budget reallocation.
- Own day-to-day account delivery: ad copy writing and testing, search query report reviews, keyword and negative keyword management, and bid, audience and targeting adjustments.

Digital Media Manager, Reckitt/ICP — January 2025 - April 2025

- Led digital media strategy across global brands, overseeing cross-channel campaign execution and identifying optimisation opportunities through performance dashboards and testing frameworks.
- Managed external agencies delivering paid search and paid social, holding delivery to campaign objectives, performance KPIs and brand guidelines.
- Line-managed a Digital Media Executive, setting priorities and overseeing their day-to-day campaign delivery.

PPC Specialist, Kaplan International Pathways — April 2023 - Oct 2024

- Owned campaign tracking across GA4 and Google Tag Manager, and built automated Looker Studio reporting on CTR, conversion rate, ROAS, CPA and budget pacing.
- Produced insight reports and forecasting models, improving year-on-year campaign efficiency by over 20%.
- Managed paid search and paid social in-house across a media budget of over £250K per month, owning campaign build, ad copy, keyword management and bid and targeting strategy.
- Ran structured A/B tests on ad creative and landing pages, feeding results into campaign and budget decisions.

PPC Account Analyst, KINESSO UK&I — Nov 2021 - Jan 2023

- Built cross-channel optimisation plans and ran A/B tests on ad creative, delivering consistent ROAS improvements across multiple markets.
- Managed day-to-day Google Ads and Microsoft Advertising campaigns across multiple client accounts, with combined monthly budgets of up to €400K.
- Produced weekly and monthly client reports and joined client reviews, turning performance data into recommendations on strategy and spend.

SELECTED PROJECTS

GTM Container Generator | Claude API

- Built an AI-powered tool that generates client-ready Google Tag Manager containers (tags, triggers, variables and GA4 conversion tracking) from a client brief, turning a manual, error-prone set-up into a repeatable system used across Eight8 client implementations.

AI Search (GEO) Portfolio | compoundwise.co.uk, logariase.gr, vpnspeeddata.com

- Built and run calculator-first and benchmark-data sites in English and Greek, designed to be cited by AI models. Over 180 days, compoundwise.co.uk earned 26,277 AI citations with a 22.77% share across tracked queries (100% non-branded); logariase.gr earned 2,458 (38% share) and vpnspeeddata.com 1,775 (24% share).

EDUCATION

MEng, Production Engineering and Management — Sep 2009 - Jan 2015

- Technical University of Crete, School of Production Engineering and Management

ADDITIONAL INFORMATION

- Technical Skills: Python, APIs (Criteo, Claude), Microsoft Copilot agents, Power BI, Plotly, Looker Studio, GA4, Google Tag Manager, Google Ads, Microsoft Advertising, Meta, TikTok and Snapchat Ads, Criteo, A/B testing, AI search visibility (GEO)
- Languages: Greek (native), English (fluent)
- Interests: Travelling, Hiking