

MARIANNA SPANOU

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PROFILE

Digital Content Editor with 10+ years' experience in content strategy, SEO-led planning, cross-platform publishing, and social distribution. Skilled at translating complex topics into clear, engaging content and using analytics (GA4, Search Console, Semrush) to guide decisions. Works collaboratively across editorial, marketing, and product teams to deliver measurable audience growth and consistent tone of voice. Reliable, efficient, and adaptable to new workflows and markets.

SKILLS

Content editing • Content calendar ownership • Tone of voice development • Cross-platform publishing • SEO content strategy • Keyword & SERP analysis (Semrush) • Headline & metadata optimization • GA4 & Google Search Console • Performance tracking & reporting • WordPress CMS workflows • Social media planning (Meta Business Suite) • Audience segmentation • Mailchimp (email campaigns & sequences) • Copywriting & plain-language communication • Cross-functional collaboration • Deadline management • Stakeholder alignment

EXPERIENCE

Content Manager & Lead Editor — Oloygeia.gr (Real Media) / Athens • Jul 2023 – Jun 2025

Oloygeia.gr, part of Real Media -one of Greece's largest media groups, is the newest health and wellness digital platform in the country with 1M+ monthly readers.

- Grew the platform to 1M+ monthly readers in Year 1 through SEO-led planning, taxonomy refinement, headline testing, and social/distribution optimization.
- Developed content calendar, briefs, and editorial standards to ensure accuracy, clarity and consistent tone of voice.
- Edited and packaged daily service journalism (nutrition, mental health, prevention, research explainers).
- Monitored performance in GA4 and adjusted output based on CTR, retention, search intent and keyword ranking trends.
- Collaborated with design, social and product teams to align content with brand and audience priorities.

Content Editor (International Desk) — iefimerida.gr (New Media Network Synopsis) / Athens • Feb 2022 – Jun 2023

iefimerida.gr is one of Greece's leading news websites, covering politics, society, international affairs, health, lifestyle and sports, with 1M+ daily readers per day.

- Produced fast-turn analysis + short explainers on EU policy, international affairs, economy and energy.
- Localized foreign reporting into clear, contextual “why this matters / what’s next” formats.
- Used SEO and headline testing to maximize search and social visibility in a high-volume newsroom.
- Coordinated with the social/distribution team to time releases and avoid audience fatigue.

Health & Lifestyle Content Editor — Ygeiamou.gr (Proto Thema) / Athens • Dec 2018 – Dec 2021

Ygeiamou.gr, part of Greece's leading Proto Thema media group, is a top health news platform, with ~800K monthly readers.

- Translated peer-reviewed research (Lancet, NEJM, WHO/ECDC) into clear, actionable public health guidance.
- Produced daily health news, evergreen explainers and topic-focused content hubs (sleep, heart health, family health).
- Used internal linking + refresh cycles to maintain rankings and evergreen performance.
- Ran social & push notification calendar to support traffic without over-notification.

Digital Content Lead — Autotriti (Print & Digital) / Athens • Jun 2014 – Oct 2018

Autotriti is a cross-platform automotive media brand with 1.5M+ monthly visits.

- Led digital content workflows across print, web and campaigns.
- Launched newsletters & audience engagement sequences to reach 180K+ subscribers.
- Monitored content performance and iterated based on search and CTR data.

EDUCATION

BSc, Journalism, Media & Culture — Panteion University of Athens • 2014

Business Diploma, Digital Marketing — KEAK, Athens • 2017 (SEO, Content Marketing, GA, Social/YouTube)

LANGUAGES

Greek (Native) • English (Full professional proficiency) • Spanish (Elementary proficiency)