

Peri Nikolas

ASSOCIATE, DIGITAL MARKETING

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Peri is an experienced marketing professional with demonstrated hands-on experience successfully growing businesses.

Her clients benefit from a strong set of skills which includes the development of impactful digital strategies and supporting tactics that increase brand awareness, drive website traffic, and generate leads.

Peri has extensive experience creating and managing digital marketing campaigns across various platforms which include email, search engines, and social media platforms. She analyzes and reports on the effectiveness of campaigns, and importantly adjusts strategies as necessary to optimize results.

EXTENSIVE EXPERTISE IN:

HubSpot

Pay-per-click (PPC)

Search engine optimization (SEO)

Search engine marketing (SEM)

Social media marketing

Peri has earned an extensive array of certifications from industry leaders including Google, Semrush, HubSpot, and Shopify as she continues her digital marketing education to stay on top of the latest industry developments and best practices.

She earned a BBA in Marketing from Tbilisi State University (Georgia), and the prestigious license of Certified Digital Marketing Expert from the Digital Marketing Institute. Her qualification has been credit-rated by the Scottish Credit and Qualifications Framework Partnership (SCQF Partnership) for a Master's Degree in Digital Marketing.

KNOWN FOR:

Digital marketing

Web and digital analytics

Driving digital results



empirical
consulting solutions