

# George Vassiliou, Copywriter



## PERSONAL DETAILS

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- Glis, Switzerland

## CORE COMPETENCIES

### Hard Skills

- SEO Copywriting & Keyword Research
- Editorial Writing & Structural Editing
- Tone of Voice Adaptation
- Conversion-Focused Copywriting
- Landing Page & Funnel Optimization
- A/B Testing & Message Iteration
- User Research & Content Strategy
- UX Design

### Soft Skills

- Goal-Driven
- Attention To Detail
- Creativity & Adaptability
- Strong Research & Analytical Mindset
- Collaborative Team Player
- Problem-Solving

## TOOLS & PLATFORMS

- WordPress
- Google Analytics 4
- Google Search Console
- Microsoft Clarity
- FunnelFlux
- VWO
- ChatGPT/Gemini/Claude
- Veo3
- Midjourney
- Semrush
- Canva
- Adobe Photoshop
- Adobe Premiere Pro
- CapCut

Detail-oriented performance copywriter with a scientific background, crafting conversion-focused messaging for revenue-driven funnels and advertising. I create clear, persuasive copy grounded in user intent, brand voice, and business objectives. Skilled in utilising AI for both writing and creative work. My work spans storytelling, advertorials, video ads, and comparison content. Guided by data, testing, and collaboration, I refine and optimise copy to lift conversions without compromising clarity or consistency.

## Professional Experience

### Performance Copywriter Codefunnels, Patras, Greece

Oct 2024 – Feb 2026

- Owned **revenue-driving copy** across funnels, landing pages, ads, and advertorials, contributing to \$1,000,000+ in generated revenue.
- Used **A/B testing** and data-driven analysis to continuously improve landing pages and campaign messaging.
- Collaborated with marketing, design, and development teams to ensure **creative alignment** and execution.
- Took charge of **advanced formats**: native advertorials, long-form storytelling, ghostwritten assets.
- Led **YouTube ad scripting and editing**, controlling structure and pacing end-to-end.
- Delivered copy across **various verticals** including tech, nutra, finance, beauty, health, pet-related products, and more.
- Acted as **QC owner** for new templates before rollout.
- Designed, rewrote, and systemised **frameworks and SOPs**.
- **Onboarded and mentored** new team members.
- Spearheaded **localized ads** and long-form copy for non-English speaking geos.
- Oversaw **localization QC** for the copy team's output ahead of live deployment.
- Created **prompt libraries** (35% reduced production time).

### Junior Copywriter Codefunnels, Patras, Greece

Mar 2024 – Sep 2024

- Drove B2C **e-commerce growth** through high-converting funnel, ad, and advertorial copy.
- Executed **competitor analysis** to engineer narratives that frame offers and introduce messaging.
- Produced **SEO-optimized** sales pages that convert both paid and organic traffic.
- Adapted tone and messaging for any audience, distilling complexity into clear understanding.
- Ensured **100% copy compliance**, safeguarding brand integrity and meeting legal standards.

## COPYWRITING FORMATS

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- Video Scripts/Video Creation-Editing
- Advertorials/Listicles
- Sales Pages
- Comparison Pages
- Product Reviews
- Email Marketing
- Native Ads
- Banner Ads
- Social Media Posts

## LANGUAGES

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- English – Fluent
- German – Intermediate
- Greek – Native

## CERTIFICATES

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**Google UX Design Professional Certificate(v.3)** (Coursera – Feb 2026)

**Design a User Experience for Social Good & Prepare for Jobs** (Google – Feb 2026)

**Build Dynamic User Interfaces (UI) for Websites** (Google – Feb 2026)

**Fundamentals of digital marketing** (Google – Jan 2026)

**Adobe Photoshop CC 2015** (Udemy – Sep – 2024)

## EDUCATION

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### Master of Science (MSc)

Cell Biology

University of Patras,

Patras, Greece

2016

### Bachelor of Science (BSc)

Biology

University of Patras,

Patras, Greece

2012

## INTERESTS

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Football  
Running/Hiking  
Traveling  
Guitar

# George Vassiliou, Copywriter

## Clinical Studies' Coordinator

*Oct 2021 – Jul 2023*

Univ. General Hosp. of Patras, Patras, Greece

- **Distilled complex research** and protocols into clear, usable guidance.
- **Captured and reported** critical study data.
- Ran schedules, documentation, and materials across **multiple live studies**.

## Registry Data Manager (Project Role)

*Nov 2022 – Apr 2023*

Univ. General Hosp. of Patras, Patras, Greece

- **Rebuilt** an old complex patient registry.
- **Standardised documentation structure** to align with modern medical workflows.

## Bone Marrow Donors' Registry Manager

*Jan 2017 – Oct 2021*

CBMDP - Save a Life, Patras, Greece

- Managed **Facebook and Instagram** content.
- **Coordinated communication** between donors, doctors, and international partners.
- Represented the organization at **conferences in Greece and abroad**.
- **Built long-term trust** with volunteers, partners, and benefactors.