Anna Mari Pitta.

Growth marketing consultant — *SEO & paid search*



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Clients
Worldwide

PROFILE 01

I help education, legal, SaaS, iGaming, real estate and e-commerce businesses turn marketing spend into *measurable pipeline*. 10+ years leading SEO, digital PR, paid media, analytics and communities across the Americas, Europe, Asia and Oceania, from C-level strategy to hands-on builds. Available for projects, retainers, fractional leadership or outsourced marketing.

RESULTS 2025 — 26

~3×
AI-SEARCH IMPRESSIONS · SEO + AEO

46%
CONVERSION, UP FROM 18% · LEGAL FUNNEL

−45%
PPC COST PER PHONE CALL, YOY

30%
FASTER TO FIRST DEPOSIT · IGAMING

$1.5M
ANNUAL B2C MEDIA BUDGET OWNED

HOW I CAN HELP 02

01 **SEO & AI search visibility**
Technical audits with Semrush, Ahrefs and Screaming Frog; content strategy, JSON-LD and AI search.

02 **Link building & digital PR**
Link-building campaigns, PR articles and press releases that earn coverage, authority and rankings.

03 **Paid search & media buying**
Google, Bing, Meta and LinkedIn Ads: account builds and budget allocation focused on CPL and ROAS.

04 **Conversion & funnel optimisation**
Landing pages, A/B tests, session-recording analysis, qualifying quizzes and mobile CTAs.

05 **Community management**
Building and growing online groups and communities: content, moderation and engagement.

06 **Analytics & reporting**
GA4 and pixel tracking QA, Data Studio dashboards, radio attribution and KPIs leadership can act on.

07 **HubSpot & marketing automation**
Workflows for tasks, deals and tickets; API links to Chargebee, WordPress and custom platforms via Zapier.

08 **Brand, content & AI video**
Brand identity and employer branding; Higgsfield explainer videos for X, IG, Meta and YouTube + Shorts.

FEATURED CASE 03

18 → 46%
CASE-REVIEW CONVERSION
HIGHER-QUALITY LEADS

Sticky mobile CTAs and a qualifying quiz *more than doubled conversion*

DEBTSTOPPERS · BANKRUPTCY LAW · ILLINOIS, GEORGIA, TEXAS · STRATEGY, UX & BUILD

PROBLEM
Mostly mobile traffic. The phone number scrolled out of view, and a flat form asked for personal details up front.

WHAT I DID
Pinned Call and Free Consultation actions, and replaced the form with an eight-step, ~60-second quiz that checks the state first.

RESULT
Conversion rose from 18% to 46%, and people outside the served states were filtered out before intake.

Read the full case on annapitta.com ↗

SELECTED ENGAGEMENTS 04

2022 — Now
OUTSOURCED MARKETING

ZenCodeo — *Marketing Director*

OUTSOURCED MARKETING FOR BUSINESSES · TALKT · DEBTSTOPPERS · BGMAX

— talkt: leading the **new brand identity** — tone of voice, content, SEO, verticals, positioning.
— BGMAX: **rebrand from Building Group Max** — name, logo, tone of voice, website, migration.
— Own a **$1.5M annual B2C budget** across talkt (UCaaS / SaaS) and DebtStoppers (US legal).
— DebtStoppers: conversion **18% → 46%**; Illinois PPC **cost per call −45% YoY**, calls +24%.
— Built a **radio attribution report** in Data Studio: site traffic 15 min before and after each spot by station, daypart, day and week, weighted by AQH; used to move spots and A/B test creatives. View report ↗

Jun 2026 — Now
ONLINE CASINO

MagicBet — *Bing Ads for iGaming*

— Cut **time from registration to first deposit by 30%** while growing sign-ups and player quality.
— Microsoft Ads now drives **~25% of new registrations at a €7–9 CPA**, diversifying their portfolio.

2026
LOGISTICS · AUTOMOTIVE

InstaTrans & Chromoline — *SEO + AEO*

— Built instatrans.bg, optimised chromoline.com: organic rankings plus **links in AI Overviews and LLMs**.

Client project
BULGARIA

Exotica.bg — *E-commerce for nuts & related products*

— Run **Meta Ads converting at ~35%**; improved UX together with a UX/UI designer.
— Optimised the store for SEO, **increasing visibility in AI referrals**.
— Set up custom automations for **cross-sells and email campaigns**.

2022 — Now
AMERICAS · EUROPE · ASIA · OCEANIA

Schools platform & Camps platform — *Head of Marketing & SEM*

— Run **media buying and paid campaigns** for international schools and camps on four continents.
— Build Data Studio dashboards (GA4, Google Ads, Meta) and turn results into C-level plans and KPIs.

2015 — 2022
USA · BULGARIA

13 BIK — *Head of Marketing & SEO*

OUTSOURCING · B2B & B2C SALES, SUPPORT, LOGISTICS & MARKETING · HEAD OF MKTG & SEO 2017–22

— Marketed 13 BIK's outsourcing to **B2B and B2C clients** and ran marketing for client brands.
— **$1.2M annual budget**; cost-to-revenue ratio improved **15%** via organic and paid search.
— **+20%** average sales revenue via bundling; built the SEO team; opened 6+ US marketplaces.

> *Marketing isn't just what she does — it's who she is. She leads a small but strong team with structure, clarity, and empathy... What makes Annie truly special is the balance she strikes between structure and creativity.*

GRISHA — CEO, ZENCODEO & TALKT · WORKED TOGETHER 4+ YEARS

EDUCATION 05

Master's in Marketing & Brand Management

Bachelor's in Marketing & Strategic Planning

Training: Digital Marketing Masterclass · HubSpot Content Marketing

LANGUAGES 06

English	C2
Bulgarian	Fluent
Spanish	B1
Greek (Cypriot)	Conversational

R&D 07

Multi-format ad A/B tester built on Meta FAIR's TRIBE v2 brain-encoding model (Python, Gradio). Compares video, image, audio and text ads across six brain networks; I use it as an early tiebreaker alongside real campaign data.

How I built it ↗

Let's build a project that *performs*.

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