Personal statement

Bilingual Italian and English, I have over 15+ years experience and passion in Web Development and 10+ years in SEO specifically with a growing appreciation for Social Media and Mobile devices.

With experience both client side and Agency, I have been working as a Digital Marketer and in SEO since 2002, and over time I have planned and implemented campaigns for large EMEA brands and medium size companies, developing and delivering a variety of strategies to strengthen their online presence.

With a solid understanding of the importance of a strong SEO structure, I am able to advise, support and hand-code solutions with search engine optimisation, accessibility, usability and conversion in mind.

Awards

* 2014 – IDM Diploma in Digital Marketing
* 2009 - 2013, Google Top Contributor
* 2011, Google Analytics Qualification
* 2010, IDM Certificate in Digital Marketing

Core skills

* Conduct website audits, keyword selection, competitors and market research;
* Execute on-page & off-page optimisation;
* Public relationship finalised to link acquisition and content marketing plan;
* Increase the brand awareness and consolidate online reputation;
* SEO integration with other digital channels (e.g. PPC, email marketing);
* Activate and run small PPC campaigns;
* Create exhaustive Excel monthly performance reports;
* Design wireframes and prototypes to facilitate a site re-design or enabling A/B tests;
* Setup and manage analytics accounts (e.g. create goal funnel, customised reports and dashboard);
* Configure and manage IIS and Apache (LAMP) web servers;
* CMS content management (Wordpress and Drupal) and coding ability;
* Front-end development background; HTML and CSS can be coded without WYSIWYG tools;
* Basilar web-site mock-up with either Adobe Photoshop or Illustrator for both Windows and Mac;

Working Experience

March 2014 – to date **European SEO Manager** ServiceMagic Ltd - London – UK

*ServiceMagic is the European subsidiary of HomeAdvisor, a U.S.-based marketplace that connects homeowners with online tradesmen. The company operates since 2006 with a pool 4 web properties (2 directories, and 2 content matching based sites) operating in UK and France.*

*Responsibilities*:

* Technically optimize all websites to attract and engage with online visitors.
* Build up a team of professional copywriters and social media marketers to support the SEO strategy.
* Google Analytics account management (e.g. fix configuration errors, improve goal management, etc).
* Work in pair with the UX team to support sites CRO, re-design and SEO to Customer journey optimization.

Jul 2013 – to date **SEO Technical Specialist / Growth Hacker** London – UK

*Supporting a number of SMEs in fixing their site issues; implement strategies to boost online visibility ensuring deliverables are met and exceeded.*

*Responsibilities*:

* Websites in-depth analysis offering thorough audits (e.g. technical, keyword, backlink review, market research, competitor analysis) to collate and implement SEO plans;
* Devise marketing strategies and collaborate with the Content & Social Media team to build & consolidate brand awareness and boost online visibility;
* Support the site development and help the marketing team creating content both on site and social media;
* Offering consultancies with a closed loop methodology to ensure constant deliverables and results monitoring with the aim to proactively suggest further recommendations whenever required;

Jul 2013 – March 2014 **SEO Manager** W3DMUK - London – UK

*Easyroommate is a site that helps landlord to meet with online tenants. The site runs in 38 countries and 12 foreign languages. Over time, the company ran intermittent SEO campaigns without focusing on long-term objectives. Lack of attention for usability, bug fixing, and core aspects have resulted in SEs penalties.*

*Responsibilities*:

* Plan an SEO strategy.
* Providing technical guidance
* Writing technical AGILE and MVP briefs to implement changes
* QA testing

*Reason for leaving:* Unable to deliver the strategy because the company did not provide resources.

Jul 2009 – Jul 2013 **Google Webmaster Top Contributor & Evangeliser** Google – USA

*A non-paid collaboration managed during the spare time.*

*Responsibilities*:

* Evangelize SEO best practices according to Google and moderate Google webmasters forum.
* Liaise with users’ requests and communicate to the Google’s Quality Search Team.

Jun 2011 – July 2013 **Head of** **SEO** Harvest Digital – London – UK

*A 10 year old ranked UK’s top 5th largest media agency with over 3m turnover a year.*

*Responsibilities*:

* Planning and executing customers SEO strategies.
* Writing technical recommendations and audits
* Hands-on changes on customers’ web sites.
* Select SEO tools and providers
* Build and manage the team
* Supporting business development
* Keeping financial information in order
* Ensure department profit

*Achievements*:

* Sage One ranked first page on Google after 3 months. This was a £5K on-going campaign.
* Stannah Stairlift increased their organic exposure from 10 to 45 keywords with a monthly campaign of £9k.
* Premier Bathroom expanded their online customer base thanks to a white-hat ethically driven link-building process that used a variety of seeding strategies, including content generation and SMO;

*Reason for leaving:* Opportunity to work on the client side as well as maintain a stream of consultancies.

Feb 2010 – Jun 2011 **Senior** **SEO** **Account Manager** Universal McCann / Reprise Media – London – UK

A worldwide well-recognised offline media agency, part of the MediaBrands / IPG group, that were establishing its footprint into digital

*Responsibilities:*

* Account-managing international clients like Microsoft, Burberry, SunPower, Verizon and Exxon Mobil.
* Provide technical analysis on tight deadlines
* Hands-on activities like link building and SEO implementations.
* Manage a team of two in this enterprise agency

*Achievements*:

* 150% traffic growth on Microsoft MSDN delivered with a £5K monthly link building campaign I personally executed in 5 months, leveraging on people momentum looking for gurus to answer questions.
* Supported Burberry during a web site migration implementing changes on their web servers. Supported the SEO practices implementation during their 2010 site redesign. This was a £50k project.

*Reason for leaving:* Career progression.

Sep 2009 – Jan 2010 **Senior Search Engineer** Intelligent Positioning Ltd - Wheathampstead – UK

*SEO agency that operates in both UK and Italy with a team of 30 people. Reporting to the SEO Team Leader, I worked with many international customers like AXA IM, Sky UK, Voicenet Solutions and Borro.*

*Responsibilities:*

* Customers’ web site analysis,
* SEO recommendations and audits
* Creating customers monthly reports
* Face to face meeting with customers

*Achievements*:

* AXA IM UK: 4 months to rank first page for a list of generic terms thanks to complex technical optimisation;
* Voicenet Solutions sorted out internationalization and duplicate content issues;

*Reason for leaving:* Redundancy

Apr 2002 – Aug 2009 **Operations Director / Front End web designer** Web-MA - Crecchio – Italy

*A small web agency operating in Abruzzo made by 2 developers and 1 designer I collaborated for 7 years.*

*Responsibilities:*

* Advocating the use of Internet in the Region in order to develop the business
* Delivering cost-effective SEO and PPC digital marketing campaigns
* Supporting new and existing customers to build a site in line with the W3C guidelines.
* Administer company Web servers (IIS 6 and 7), FTP server and Mail server

*Achievements*:

* Joined as a Front End Web Designer, I was promoted to Operational Director
* Long track of customer retention, with two accounts retained for the whole time I staid with the company.

*Reason for leaving:* Career progression with opportunity to work abroad

Other working experiences

Mar 2001 – Apr 2002 **VB6 and Web** **Project Manager / Developer** Synesis - Pescara - Italy

Gen 2000 – Feb 2001 **VB / Web Developer** Spark -Rome – Italy

Dec 1998 – Nov 1999 **Web Developer / Web Master** Foreign Affair Ministry Office – Rome – Italy

Apr 1998 – Nov 1998 **NT System Administrator** **Senior** Enel – Venice – Italy

Nov 1997 – Apr 1998 **Hardware technician** Siemens - Rome - Italy

Other I.T. Skills

*Coding:* HTML & CSS (fluent), JavaScript (intermediate), Python and PHP (basic); C# 2.0 and Asp.Net 2.0 (intermediate); Legacy ASP and Visual Basic 6.0 (advanced);

*Office suite:* Proficient with Microsoft Office and Google Docs (e.g. Agile applications).

*Relational Database:* SQL Server and T-SQL. Oracle and PL/SQL. Microsoft Access.

*Operative systems:* Microsoft Windows 7, Mac OS X, Ubuntu

*Other skills:* Ethernet networks cabling (A or B standard) and IP protocol knowledge.

PC and Server (Windows based) set up and repair (hardware technical skills).

 ECDL and Web Design Recognised Trainer for SMEs and Government funded courses.

 Video editing with Adobe Premiere (basic knowledge).

Education

* 2013 – to date, one-to-one English session to improve the communication skills
* 2013, Improving English Writing Skills evening course
* 2011/12, Toastmaster English Fluency and Conversational club
* 2011, Google Analytics Individual Training
* 2010/2011, IDM Digital Marketing Course – London (UK)
* 1999 / 2001 – 2004-2008, English class – WSI Language School – Rome and Pescara (Italy)
* 1997, Upper Intermediate English class – Florida Language Center in Fort Lauderdale (USA)
* 1996, I.P.S.S.A.R. Secondary High School Diploma (A Level) – Rome (Italy)

Working furlough and Interests:

I would like working in a dynamic, friendly and open-mind environment that would intrinsically offer new opportunities to learn new things. I am looking for an organization that truly believe in the importance of SEO and that understand that users are not just numbers.

Writing technical articles and evangelise SEO throughout my blog, SEO forums or related sites. I like readings, travelling and taking photographs. I love also cooking and go to the cinema.