

Fabrizio Mazzei

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🎯 SUMMARY

Digital Marketing Expert with 8 years of experience in data analysis, strategic decision-making, and performance optimization. Proven track record in driving impactful campaigns and improving digital products. Skilled in analytics and fluent in Italian/English/Spanish. Seeking a managerial position that offers new challenges, where I can leverage my expertise to drive tangible results.

🏡 JOB EXPERIENCE

Digital Marketing Specialist, [InfoCamere](#) *Bari, Italy | January 2022 – On going*

- ❖ **Analysis:** monitoring and analyzing 3 company websites and competitors to identify trends and insights; 100+ KPIs for each individual service and activity
- ❖ **UX:** managing User Experience (UX) and proposing improvements for the onsite funnel
- ❖ **SEO:** optimizing SEO through backlink analysis and content suggestions for brand awareness
- ❖ **SEM:** overseeing SEM strategy and campaign performance on Google Ads for 3 different accounts, managing a budget of +100k €/year and taking care of GTM tracking
- ❖ **Email:** managing email marketing through the Mailup platform, with a database of 400k users
- ❖ **Promo campaigns:** conceptualizing and developing editorial campaigns; coordination of 3 teams

Digital Marketing Lead, [Giuliano Addestratore](#) *Bari, Italy | November 2018 – March 2023*

- ❖ **Management:** co-founder and in charge of digital marketing strategy and sales
- ❖ **Social Reputation:** management and optimization of social media presence and communities (+10,000 total users) and monthly newsletter via Mailchimp
- ❖ **Web Development & SEO:** creation of the official website and monthly maintenance; SEO optimization of site content and performance (Sessions +25% MoM, Avg. time 3m)
- ❖ **Affiliate Marketing:** management of affiliate activities with Amazon and other partners
- ❖ **Photo/Video Editing:** creation of multimedia content by using Adobe Photoshop and Premiere Pro
- ❖ **Advertising:** management of Meta advertising campaigns (ROI up to 15, CTR up to 8.4%) and Google search campaigns (ROI up to 5, CTR up to 17.2%)

Performance Marketing Specialist, [Auriga SpA](#) *Bari, Italy | October 2019 – January 2022*

- ❖ **Marketing Strategy:** creation of a comprehensive annual digital marketing plan
- ❖ **SEO:** optimization and content management for 2 websites (traffic +27%, backlinks +300% YoY)
- ❖ **Lead Management:** optimization of lead generation (+58% YoY), scouting for new inbound channels
- ❖ **SMM/SEM:** supervision of social editorial plan (organic and paid) and Google Ads (+40k €/year)
- ❖ **Email:** management of internal/external newsletter with Mailchimp (5 languages, 20k users)
- ❖ **Partnerships:** management of relationships with 3 main industry websites and their contacts
- ❖ **Trend & Competitor:** semi-annual analysis of market trends and daily monitoring of competitors
- ❖ **Report:** monitoring of marketing activities and periodic reporting to management

PPC Executive, [360i \(Dentsu Network\)](#) *London, The United Kingdom | July 2017 – May 2018*

- ❖ **Client Management:** guidance and monitoring of digital ads campaigns for international clients, including a clothing brand in 13 EMEA countries (6 languages) and an insurance agency in the UK/IE
- ❖ **PPC:** creation and optimization of ads campaigns on Google and Bing, with a budget of £250k/month
- ❖ **Report:** data processing and summarization to monitor performance and produce periodic reports
- ❖ **Business Development:** support the Account Manager in creating proposals for new prospects

EDUCATION

MSc in Export Management, [ITA - Italian Trade Agency](#)

Bari, Italy | October 2015 – April 2016 | Distinction

Master's degree in Econ. and Strategies for Intern. Markets, [Università degli Studi di Bari "Aldo Moro"](#)

Bari, Italy | September 2013 – March 2016 | Final mark: 110/110 cum laude

Erasmus Plus - Master in Management Science (English), [Vrije Universiteit Brussel](#)

Brussels, Belgium | February 2015 – August 2015 | 28.5/30

Bachelor's degree in Economics, [Università degli Studi di Bari "Aldo Moro"](#)

Bari, Italy | September 2009 - March 2013 | 96/110

DIGITAL SKILLS

Ms Excel, PowerPoint, Word: Excellent

SEM: Advanced

SMM: Advanced

SEO: Advanced

Google Ads/Editor: Advanced

Facebook/Instagram Ads: Advanced

SEMrush: Advanced

Mailchimp: Advanced

Google Search Console: Advanced

Wordpress: Advanced

Mailup: Good

Hotjar: Good

Salesforce: Good

SugarCRM: Good

Bing Ads/Editor: Good

Conv. Rate Optimization: Good

Google Analytics: Good

Tableau: Good

Adobe Photoshop: Good

Screaming Frog: Good

HTML: Good

CSS: Good

Android, iOS: Good

Prezi: Good

Amazon affiliate: Good

Adobe Premiere Pro: Basic

SQL: Basic

LANGUAGE SKILLS

Italian: mother tongue • **English:** excellent • **Spanish:** excellent • **French:** basic

COURSES AND CERTIFICATIONS

Digital Marketing & SEO

- ❖ Complete Google Ads Certification (Search, Display, Video, Shopping, Apps)
- ❖ Advanced SEO course from LinkedIn and SEMrush Certifications
- ❖ Learnn Certification in SEO and Email Marketing & Automation

Data Analysis

- ❖ Advanced Google Analytics Certification and Google Tag Manager
- ❖ LinkedIn: Advanced Courses in Data Analysis
- ❖ Certification in Web 3.0 and Digital Analytics

Information security & GDPR

- ❖ Cyber Guru Awareness Certification
- ❖ Learnn Certification in GDPR

Digital Strategy

- ❖ LinkedIn: Advanced Courses in Digital Strategy, Mobile Marketing, and Conversion Rate Optimization
- ❖ Learnn Certification in Digital Taxation
- ❖ SEMrush Certifications in PPC Fundamentals, Competitive Analysis, and Keyword Research

Project Management

- ❖ LinkedIn: Agile at Work - Planning with Agile User Stories
- ❖ LinkedIn: Scrum - The Basics
- ❖ LinkedIn: Create a Go-to-Market Plan

In compliance with the GDPR and the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.

