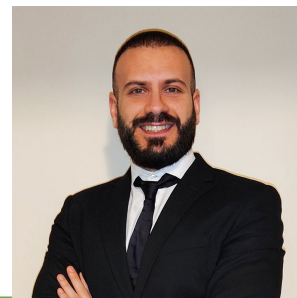


# Fabrizio Mazzei

**Date of birth:** 09/12/1990 • **Address:** Via Nicholas Green 17, Bari 70127, Italy  
**E-mail:** [fabriziomazzei2@gmail.com](mailto:fabriziomazzei2@gmail.com) • **Tel:** 351 9676733 • **Skype:** [fabrizio-mazzei](https://www.skype.com/user/fabrizio-mazzei)  
[LinkedIn](#) – [Personal website](#)



## Professional Goal

Digital marketing expert with 6+ years of experience and a unique combination of digital skills, foreign languages, economic mindset and a passion for technology. After graduating in Economics and Strategies for International Markets and completing a Master's Degree in Export Management, I decided to move abroad.

Throughout 3 years lived in Belgium and UK, I was lucky enough to be part of multi-ethnic teams and contribute to projects in a wide range of business industries such as Fashion, Insurance and IT. Since I got back in Italy, I focused on Automotive, Dog Training, Home décor and Banking industries. At the moment, I give my contribution to the digitalization of the Italian industrial sector thanks to the company InfoCamere.

Regardless of whether you have a B2B, B2C, B2B2C or B2H type of business, I can help you improve your online reputation, grow your customer base, increase your ROI.



## Job Experience

### **Digital Marketing Specialist, [InfoCamere](#)**

*Bari, Italy | January 2022 – On going*

- ❖ **Analysis:** I optimize the 3 main company services websites, study those of competitors and historical data to highlight trends and new insights
- ❖ **UX:** I provide suggestions to improve the users' onsite funnel and make the visit/purchase experience easier
- ❖ **SEO:** I take care of the backlink analysis, suggest topics and referral sites thanks to which I develop PR activities and enhance corporate brand awareness
- ❖ **SEM:** I oversight strategy and performance of Google Ads search and display campaigns
- ❖ **Communication:** I develop editorial campaigns and coordinate the planned activities

### **Digital Marketing Manager, [Giuliano Addestratore](#)**

*Bari, Italy | November 2018 – On going*

- ❖ **Management:** I am co-founder, in charge of the sales strategy and every phase of the marketing mix
- ❖ **Web development:** I created and now manage the official website
- ❖ **SEO:** I optimize the articles (~6/mo) and the performance (sessioni +25% MoM, Avg. time 3m, Bounce rate 57%)
- ❖ **Ads:** I handle the online advertising strategy on social media (ROI > 15, CTR > 8,4%) and Google (ROI > 5, CTR > 17,2%)
- ❖ **Social reputation:** I take care of the whole social reputation through Instagram, Youtube, Pinterest, GMB and Facebook, by creating content and managing the community (+10.000 users overall)
- ❖ **Email marketing:** I created and run the monthly newsletter by using Mailchimp
- ❖ **Affiliate marketing:** I handle the affiliation side business thanks to Amazon and other partners
- ❖ **Photo/video editing:** I produce media content by using Adobe Photoshop 2021 and Adobe Premiere 2021

### **Web Marketing Specialist, [Auriga SpA](#)**

*Bari, Italy | October 2019 – January 2022*

- ❖ **Digital Marketing Plan:** I created an annual and all-encompassing digital marketing plan for the management, alignment and periodic check of the marketing channels
- ❖ **SEO:** I manage the 2 company websites (+27% views, +300% backlinks YoY), help creating both English and Italian pieces of content and optimize Spanish, German and French articles
- ❖ **Lead Management:** I constantly optimize the lead generation funnel (+58% leads YoY)
- ❖ **SMM/SEM:** I supervise and ensure the correct execution of the organic and paid social and google plan
- ❖ **CRO:** I provide with suggestions to improve company solutions and events landing pages
- ❖ **Email Marketing:** I manage the email marketing activities, by using Mailchimp with an average of 10 campaigns/month in 5 different languages (circa 20k users)
- ❖ **Partnerships:** I take care of business relationships with the contact people of the 3 main industry websites
- ❖ **Trend and Competitor Analysis:** I analyse market trends on a 6-month basis and competitors on a weekly basis to understand the industry focus and plan new strategies

## Digital Marketing Assistant, Auriga SpA

Bari, Italy | October 2018 – October 2019

- ❖ **SEO:** partially run the main company websites (CMS Wordpress) by using several tools, among which the SEMrush SEO suite
- ❖ **Lead Management:** analysed and pre-qualified leads to provide with useful insights for lead generation and nurturing
- ❖ **SMM:** did ad-hoc analysis to extrapolate data to increase efficiency in the usage of the social media
- ❖ **Report:** implemented a semi-automatized reporting system to monitor the WoW and MoM trends in order to achieve the annual goals and strengthen the synergy with the sales department

## PPC Executive, 360i

London, United Kingdom | July 2017 – May 2018

- ❖ **Client management:** drove and monitored digital advertising PPC campaigns (circa 250k/month) for an international lifestyle brand across 13 countries (6 different languages) and for an English Insurance Company (UK/Ireland)
- ❖ **PPC:** built, checked and optimised paid search campaigns both in Google Ads and Bing, carrying on ad-hoc A/B testing and by using DoubleClick Search and Adobe Omniture
- ❖ **Report:** collected, manipulated and summarised quantitative data to monitor performance and produce daily and weekly reports by using Excel, Omniture, DoubleClick, Tableau
- ❖ **Business Development:** assisted Senior Account Executive and Account Managers in creating proposals for prospects



## Education

### MSc in Export Management, ITA - Italian Trade Agency

Bari, Italy | October 2015 – April 2016

- ❖ Relevant coursework: Business plan, Project management, E-commerce, International marketing
- ❖ Final mark: Distinction

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

Brussels, Belgium | February 2015 – August 2015

- ❖ Relevant coursework: Competitive strategy, Strategic marketing, Dutch language, English language
- ❖ Average mark: 28.5/30

### Master's degree in Econ. and Strategies for International Markets, Università degli Studi di Bari "Aldo Moro"

Bari, Italy | September 2013 – March 2016

- ❖ Relevant coursework: Econometrics, International management, Informatics, Spanish language
- ❖ Final mark: 110 cum laude

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

Bari, Italy | September 2009 - March 2013

- ❖ Relevant coursework: Basic and Advanced statistics, Mathematics, Computer science, English language
- ❖ Final mark: 96



## 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  
**Salesforce:** Good  
**SugarCRM:** Good  
**Bing Ads/Editor:** Good  
**Conversion Rate Optimization:** Good  
**Google Analytics:** Good  
**Tableau:** Good  
**Adobe Photoshop 2021:** 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:** advanced • **French:** basic

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.