

FABRIZIO MAZZEI

Digital Marketing Specialist with 7+ years of B2B/B2C experience in startups, agencies, and institutions. Skilled in performance marketing, acquisition strategies, and go-to-market execution.

Over the last 2 years, I have led cross-functional projects and trained colleagues on AI, promoting the adoption of generative workflows in line with Google's focus on AI innovation.

Passionate about complex challenges requiring market analysis, experimentation, and new tools. With an Economics background, strong international exposure, and 100+ certifications, I combine analytical rigor with creativity to connect technology with user needs.



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Chat with my AI clone

FabrizioGPT

[Link to a Google Drive file](#)

[Link to an OpenAI chat](#)

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist & AI Facilitator – InfoCamere, Bari, Italy

01/2022 - Ongoing

- Supervised Google Ads campaigns across 4 accounts (budget > €100k/year), GTM tracking, and KPI analysis
- Product and market analysis leveraging AI tools and custom dashboards
- Experienced in leading small teams and facilitating collaboration across Marketing, Sales, Product, and Tech functions
- Led early-stage strategic initiatives including the first internal AI training program (11 sessions, 50 colleagues)

Digital Marketing Lead – Giuliano Addestratore, Bari, Italy

11/2018 – 03/2023

- Co-founded and managed brand positioning, digital acquisition, and customer engagement strategies, driving adoption and loyalty
- Managed Meta Ads (ROI up to 15x) and Google Search Ads (ROI up to 5x, CTR 17.2%), with optimized conversion funnels
- SEO activities and consistent content publishing (+25% sessions MoM), improved avg. session time, and reduced bounce rate
- Managed WordPress site and email marketing

Performance Marketing Specialist – Auriga SpA, Bari, Italy

10/2019 – 01/2022

- Designed and executed omnichannel marketing strategies for Auriga and IC406 startup incubator
- Worked closely with Sales and Product to launch omnichannel campaigns and improve lead generation (+58% YoY)
- Managed Google Ads, social media advertising, and DEM in 5 languages (20k users)
- Cross-functional collaboration with market, sales, and HR

Growth Consultant – Freelance, Remote

05/2018 - Ongoing

- Setup and management of Google Ads campaigns for an international healthcare network (CTR 20% via segmentation and AI optimization)
- Digital transformation and performance optimization for a furniture e-commerce (+15% conversions) using GA4, GSC, GMC, and Ads
- Coordinated lead generation strategy and developed an interactive web app for a marketing agency, with CPL analysis across countries



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AS DESCRIBED BY COLLEAGUES

"I worked with Fabrizio for about 3 years. From the very beginning, he showed great commitment and professionalism. Besides his skills, he was always cheerful and working with him was a pleasure!"

- Stefano Porcelli, Auriga

DIGITAL SKILLS

ADV & CRO

Google Ads · Meta Ads · GA4 · GTM · GSC · A/B Testing · CRO

SEO & Content

SEO on-page/off-page · SEMrush · Screaming Frog · Hotjar · WordPress

Data & Email

Excel · Tableau · SQL · Salesforce · Mailup · Mailchimp

AI & Automation

ChatGPT · Gemini · Claude · HTML/CSS · Prezi · AI Plugins

Media & Editing

PowerPoint · Adobe Premiere Pro · Canva (light use)

LANGUAGE SKILLS

Italian

Native

English

Excellent

Spanish

Excellent

French

Basic

COURSES & CERTIFICATIONS



Complete Google Ads certifications
GA4/GTM
SEMrush
Learnn SEO & Automation
LinkedIn Data & CRO