



PROFESSIONAL SUMMARY

Digital Marketer with 6+ years of experience across fashion, luxury, beauty and B2B. I bridge strategy, creativity and digital culture to build distinctive digital experiences, from content and social media to paid media and digital campaigns. Creative eye. Strategic mindset. Digital-first. Fast learner who plans time efficiently and delivers on timeline, autonomously, in remote and hybrid teams.

WORK EXPERIENCE

DIGITAL MARKETING MANAGER (FREELANCE)

WC Loc Italia, Enygea Group | Milan, remote | Jun 2026 – Present

- Run digital marketing for the Italian market of an international B2B rental company serving construction sites and events: Google Ads, SEO, HubSpot email, LinkedIn and website.
- Grew website lead forms +25% year on year (Sep 2026) while reducing Google Ads spend by 4%; 76% of forms now come from Google Ads.
- Built segmented HubSpot email campaigns (construction vs events) with separate tailored sends: 6.5% of contacts who opened converted into closed deals, in 15 days on average.
- Optimised key pages with Yoast SEO (titles, meta, slugs) on a multilingual WordPress site and handled Google Business Profile suspension appeals across several Italian locations.
- Manage the LinkedIn company page (1.3K followers), monthly blog and newsletter, and monthly reporting.

DIGITAL MARKETING MANAGER (FREELANCE)

Movigroup, Cleanfort, Shinefull Agency | Milan | May 2024 – Present

- Lead digital marketing for a group of facility management, cleaning and beauty-agency brands: LinkedIn posts, blog articles, Instagram and newsletters.
- Built the group's new website with blog and AI-powered service finder; steered Cleanfort SEO toward office cleaning, contributing to a steady 2 to 3 inbound requests per month.
- Produce company profiles, tender presentations, capability decks, a visual identity manual, an employee survey and an intern onboarding guide.

DIGITAL MARKETING MANAGER (FREELANCE)

Interlude Project SRL | Milan | Feb 2024 – Dec 2025

- Produced Reels and Instagram Post + Stories on a strategic content plan, newsletters and launch materials for new talents; delivered periodic performance reports with seasonal Meta Ads.

DIGITAL MARKETING MANAGER (FREELANCE)

Lanthia Resort | Milan | Apr 2024 – Jul 2025

- Ran Instagram advertising via Meta Business Suite and Mailchimp email strategy; built a KPI reporting system to track engagement and bookings.

WORK EXPERIENCE (CONTINUED)

DIGITAL MARKETING MANAGER (FREELANCE)

BLL Trasporti | Milan | May 2024 – Jul 2025

- Wrote newsletters and website copy in HubSpot and optimised LinkedIn content and ads for reach and engagement.

DIGITAL MARKETING MANAGER

Squale, Ultra 1911, Diffusione Orologi (OPS Object, PDPAOLA) | Milan | Apr 2022 – Mar 2024

- Led brand image and marketing strategy for four watch and jewellery brands: new identity and tone of voice, editorial plan, carousels, organic viral Reels, newsletters and banners.

INFLUENCER MARKETING MANAGER ITALY

GRENIION Brands (Mermaid + Me) | Berlin | Apr 2022 – Dec 2022

- Lead and management of influencer partnerships for the Italian market, from brief to delivery + reporting, with an average ROI of 1.58.

DIGITAL MARKETING MANAGER

Los Trapitos al Sol | Milan | Sep 2021 – Oct 2023

- Managed communication, newsletters, campaigns, photoshoots, sales events and print materials for the niche beachwear Italian brand.

ART DIRECTOR & CONTENT MANAGER

Nebula Strategy | Milan | Sep 2021 – Feb 2022

- Managed content, social campaigns and Meta Business Manager and Meta Ads.

EDUCATION

FASHION MARKETING DEGREE, 110/110

IED Istituto Europeo di Design | Milan | 2016 – 2019

ARTISTIC HIGH SCHOOL DIPLOMA, FINE AND PLASTIC ARTS

Istituto d'Istruzione Superiore Enrico De Nicola | 2010 – 2016

SKILLS

Paid media: Google Ads, Meta Ads, TikTok Ads Manager, Google Business Profile

SEO and content: SEO and AI optimisation, Yoast, copywriting, content strategy and storytelling, short-form video

CRM and email: HubSpot, Mailchimp, marketing automation, conversion optimisation

Web and design: WordPress, Shopify, Canva, Adobe Suite, CapCut

Management: reporting and KPI tracking, stakeholder management, cross-functional collaboration, AI tools and prompting

LANGUAGES

Italian: native. English: fluent (C2).