

Giuseppe Contartese



Personal Data

Address: 3, Via Renzo Rossi – Roma (RM)

Date Of Birth: 12/12/1987

email: info@giuseppecontartese.it

website: www.giuseppecontartese.it

tel.: 327 3536006



Work Experience

- May 2017 - Present - **Eurofides**

Ecommerce B2B Packaging, Decoration

Role: **Digital Marketing Specialist**

Tasks: Search Engine Marketing (SEM/SEA/PPC): Google Search, Shopping, YouTube, GDN, Bing, Dynamic Remarketing (Google & Criteo) [set-up, management, optimization, reporting, beta testing]. Identify opportunities to stay ahead of competitors by implementing new AdWords strategies. Identify competitors and keywords to rank for, identify best strategies to gain traction on new channels. Generation Leads. Social Media Advertising: Facebook, Instagram, LinkedIn. Web Analytics Expert. Analysis & Reporting: monitor ROI and KPIs. Define a tag implementation strategy [event, subscribe, check out]. Native Advertising. Remarketing list strategies. Email Marketing.

- Sett 2016 - June 2017- **Labelium**

International online Marketing Agency

Role: **Digital Marketing Consultant**

Tasks: Search Engine Marketing (SEM/SEA/PPC): Google, YouTube, Bing, GDN [set-up, management, optimization, reporting, beta testing]. Online Advertising (Performance & Visibility): Search, Display, Shopping, Video, DSA, Retargeting, Dynamic Remarketing, GSP. Social Media Advertising: Facebook, Instagram, Twitter, LinkedIn. YouTube Channel Management. Search Engine Optimisation (SEO): Title Tags, Meta Descriptions, URL optimization, SEO-Friendly Content and Keywords. Google Analytics Expert. Tools: Optmyzr, SEMRush..

- Gen 2016 - Apr 2017 – **Senso Online SRL**

Technology e-commerce

Role: **Digital Marketing & Ecommerce Consultant**

Tasks: Managing the e-commerce website and development of the business rules. Development of digital marketing plan, including: SEO, google adwords, bing, blogging, email marketing, copywriter, social networks, online content strategy and other activation tools of brands online - according to the business goals and budget plan. Analysis of ecommerce results through KPI (ROI, CPA, CPL, CVR). Management account marketplace (Amazon sellers, Ebay).

Other experience

- *Marketing communication consultant at Radio onda verde*
- *Copywriter Junior at 'Quotidiano della Calabria'*
- *Junior travel agent at Mercuri Viaggi e Turismo*

Education

- 2010 –2014 - **University of Calabria**

Degree in History and Philosophy - (100/100)

- 2006 –2010 - **University of Calabria**

Degree in Philosophy and Communication Science - (100/100)

SKILLS

Foreign Languages

- **Language:** *English*
- **Level :** *Intermediate*

Computer skills and competences

- *Excellent proficiency in excel*
- *Basic knowledge programmatic languages (**HTML**, **CSS**, **PHP**, **JAVASCRIPT**)*
- *Advanced knowledge suite Google (**AdWords**, **Analytics**, **Tag Manager**, **Data Studio**, **Optimize**, **Surveys**)*
- *Advanced knowledge **Facebook Ads** (set-up all campaigns, management, optimization, reporting, beta testing)*
- *Good knowledge CSM (**Wordpress**, **Prestashop**, **Magento**)*
- *Good knowledge of the photo editing, image creation and graphic design software (**Photoshop**, **Corel draw**)*
- *Good knowledge of other Tools: **Optmyzr**, **Hotjar**, **Twenga**, **Whoop**, **Criteo**, **SemRUSH**, **SimilarWEB***
- *Good knowledge of Native Advertising (**Ligatus**, **UpStory**)*
- *Good Knowledge Email-Marketing (**MailChimp**)*
- *Basic Knowledg Programmatic (**Adform**, **Adserver**, **AdMob**)*
- *Basic Knowledg Affiliate Marketing*

*In compliance with 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.*

Roma, 28/08/2017

Giuseppe Contartese

Certificazione Analytics

GIUSEPPE CONTARTESE

riceve questo certificato per il superamento dell'esame di
certificazione Google Analytics.



VALIDO FINO AL
31 gennaio 2019



Certificazione AdWords su Google Shopping

GIUSEPPE CONTARTESE

riceve questo certificato attestante il superamento degli esami
Principi base di AdWords e Pubblicità Shopping.



VALIDO FINO AL
12 ottobre 2017



Certificazione AdWords sulla pubblicità video

GIUSEPPE CONTARTESE

riceve questo certificato attestante il superamento degli esami
Principi base di AdWords e Pubblicità video.



VALIDO FINO AL
12 ottobre 2017



Certificazione per la rete di ricerca AdWords

GIUSEPPE CONTARTESE

riceve questo certificato attestante il superamento degli esami
Principi base di AdWords e Pubblicità associata alla ricerca.



VALIDO FINO AL
12 ottobre 2017



