



GIUSEPPE PIO GIULIANI

ABOUT

Fast learner, passionate about digital marketing with a customer focused mindset. My approach is therefore very pragmatic and results oriented, with a clear goal of contributing to brand success improvement and business results delivery.

WORK EXPERIENCE

SEMBOX SRL, Milan (Italy)

Team Lead Performance Marketing

Jan 2021 - Present

- Managing a portfolio of customers taking responsibility for growing revenue.
- Building and sustaining strong and long-lasting relationships with key clients.
- Coordinating marketing, SEO and IT team to develop and implement digital marketing and advertising strategies that align with the client's requirements and maximize their ROI.
- Developing test and learn initiatives across paid and organic tactics.
- Utilizing data-driven insights to make informed marketing decisions, track and report on key performance metrics, and gauge marketing effectiveness

Performance Marketing Specialist

Jan 2020 - Present

- Driving campaigns from planning to execution and beyond to meet key performance metrics on platforms such as Google Ads, Facebook, DSPs, LinkedIn.
- Collaborating with marketing teams to guide A/B creative tests, incrementality tests, and spend scaling tests on campaigns online and offline to identify optimum strategies.
- Optimizing marketing budgets to maximize Cost per Acquisition (CPA) and ROAS and efficiently scale new customers.

ACCENTURE INTERACTIVE, Milan (Italy)

Marketing Data Analyst

May 2019 - Dec 2019

- Managed the procedure, implementation, tracking and measurement of marketing campaigns.
- Tested, measured, analysed, and optimised the performance of campaigns across conversion funnels to boost customer engagement and conversions.

VIRALIZE, Milan (Italy)

Programmatic Campaign Manager

Jan 2019 - Apr 2019

- Created and managed campaigns using various SSPs platforms and DSPs.
- Analysed and optimised campaigns in order to reach the best performance.

SUMATO CAMPUS, Limerick (Ireland)

Social Media Manager

May 2016 - Sep 2017

- Designed and implemented social media strategy to align with business goals.
- Monitored SEO and web traffic metrics.

EDUCATION

MASTER OF ARTS, MEDIA MANAGEMENT

Università Cattolica di Milano Final mark: 110/110 cum laude

2016 - 2019

EXCHANGE PROGRAM

Tilburg University Grade point average: 9/10

2017 - 2018

BACHELOR OF ARTS, LITERATURE

University of Bari Final mark: 104/110

2012 - 2016

LANGUAGES

ITALIAN: Native proficiency

ENGLISH: Professional working proficiency

CONTACT

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ADDRESS

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6874, Castel San Pietro
(Switzerland)

PROFESSIONAL SKILLS

SEM
Social Media Marketing
Google Analytics
Growth Marketing Strategies
Lead Generation
Programmatic
Web content development
Copywriting
Project management

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Team player
Fast learner
Passionate

HOBBIES

Reading
Tech
Volunteering
Writing
Travel
Sport
Acting



More info:

www.giuseppio.giuliani.com