



Salvatore Dimartino

👤 1992 🇮🇹 Italian 📍 Syracuse, Milan 📞 +393278731795 ✉ dimartino.slv@gmail.com
📍 Open to relocate on site and hybrid as employee 📍 Open to work full remote as freelancer

Presentation

Passionate digital marketer with over 7 years of experience in creating innovative strategies for online products and services. Skilled in market analysis, validation, and acquisition, with a strong background in marketing, design, web development, and management. Seeking to bring my expertise to a dynamic and forward-thinking digital marketing team.

Best Work Experiences

📅 01/2016 – 12/2016 📍 CATANIA, ITALY

Marketing advisor TIM WCAP Accelerator

- Leveraged expertise and industry experience to provide strategic guidance to startups in launching Minimum Viable Products (MVPs) and validating market potential
- Led marketing initiatives to acquire initial leads and support ongoing product/service development
- Advised and managed marketing strategies for numerous startups incubated within TIM Accelerator, funded by global investors.

📅 01/2017 – 12/2017 📍 HYBRID, ITALY

Head of Digital Marketing Speakerss

- Managed the web marketing team for the promotion and launch of a public speaking platform offering numerous courses and teachers for both B2C and B2B markets
- Implemented A/B tests, webinars, optin forms, and communication tests to drive user engagement and increase registrations for monthly subscriptions
- Successfully integrated the Speakerss project into the Innovative StartUp Club of Confindustria Brescia

📅 01/2017 – 12/2023 📍 REMOTE, ITALY

Digital Growth Manager ROMI Agency

- Spearheaded digital marketing initiatives for the company's marketing department, crafting and implementing online lead generation strategies for over 250 client companies specializing in online services

Best Work Experiences

- Leveraged complementary skills honed over 5 years to successfully navigate and test strategies in both national and international markets, collaborating with B2C and B2B service companies
- Developed and executed over 100 marketing infrastructure plans for companies in various industries such as construction, medicine, design, applications, beauty, training, etc.
- Developed and executed comprehensive digital marketing strategies to drive brand awareness and increase online sales.
- Managed a team of digital marketing specialists to optimize strategies and respect deadlines.
- Analyzed and interpreted data from Google Analytics and other digital marketing tools to identify trends and make data-driven decisions.
- Collaborated with cross-functional teams (designers, developers, specialists).

Capacities

📍 PROFESSIONAL

Brand Proposal	Professional
Marketing Automation	Professional
SEO, SEM	Limited
Tracking/Analytics & Reporting	Professional
Advertising (Meta, Google, Tiktok)	Professional
Social media management	Professional
CRM	Limited
Sales/Accounting	Professional
Planning/Strategies	Professional
Project/Task Management	Full
Team leader and coordination	Professional

📍 PERSONAL

Creativity and high sense of Imagination
Organization and management
Proactive to learn
Digital addicted

Skills

TECHNICAL

Business manager (ads)
Zapier, Integrately
Funnelytics or similar
Hotjar or similar
Jira, Asana, Slack

Google Looker studio
Google Analytics, Tag
manager
Google ads
Google drive
Woocommerce
Wordpress/Elementor
Landbot
Canva
Figma
Spoki
AC, Monday, Hubspot,
Mailchimp
WebinarJam

**Meta, TikTok, Snapchat
No-code Integrations
Funnel maps
Hotmaps
Project e Team
management
Dashboards & reports
Analytics**

**SEM, Advertisng
doc, ppt, sheet
e-commerce setup
Web design
Chatbot no-code
Graphic design
UI Design
Whatsapp marketing
CRM, Email marketing**

Webinar online

LANGUAGES

Italian
English

**Native
Proficient**

Education

 PERUGIA, ITALY

**Design and Communication degree
(IID) Istituto Italiano Design**

 SYRACUSE, ITALY

**Electronic and Digital Communication
Italian Technical Institute**

Hobbies



Exploring and
travelling



Getting lost in a
good book



Feeling the
music



Every kind of
sport

Social Media



Salvatore
Dimartino

Privacy

**I authorize the processing of my data for only hiring
purposes.*