

Curriculum Vitae

Personal Information:

Name: Giulio Benati
Citizenship: Italian
Contact: giulio.benati84@gmail.com
Telephone: +393280339213
Linkedin: <https://www.linkedin.com/giulio-benati>
References: [check all my references here](#)



A brief introduction about myself:

Entrepreneur | Project Manager | Marketplace Specialist | Growth Hacker | Digital Strategist | Crypto Enthusiast

With a passion for innovation and growth, I've built a dynamic career, helping businesses scale and thrive both online and offline. Key highlights of my journey:

- **Launched and led successful ventures** in various industries, managing sales of over €1M.
- **Marketplace Specialist:** Optimizing strategies for e-commerce platforms like Amazon to maximize sales and visibility.
- **Growth Hacker:** Specialized in developing data-driven marketing and sales strategies for start-ups.
- **Leadership & Project Management:** Successfully led cross-functional teams to achieve business goals and scale operations.
- **Sales Acumen:** Strong expertise in driving revenue growth, negotiating deals, and scaling business operations.

Education:

- 2019** Graduated in **Growth Hacking Marketing Master** at **Talent Garden**. Graduated in following subjects: AARRR Framework, CRO, PPC Marketing, LP Design, Remarketing, Seo, Sem, Social Adv, Native Advertising, Direct Email Marketing, User Experience.
- 2012/2015** Graduated in **Political Science - International Studies** at Faculty of International Studies "Cesare Alfieri", Florence. Graduated in following subjects: law, economy, political science, sociology, political philosophy, history and English text analysis. I focused my academic path especially on history and economy of sub-Saharan countries. Final dissertation: **"Unconventional answer to a new crisis scenario. A study about crisis and European System of Central Banks"**.
- 2004/2005** **Faculty of Science for peace** at University of Pisa. Courses undertaken included conflict resolution- local, national and international. Subjects covered: economy, sociology and history.

2003 **Liceo scientifico N. Rodolico, High School**, Florence. Graduated in following subjects: Italian literature, philosophy, history, mathematics, physic, biology, chemistry, Latin, English, French, gymnastic. Elected students delegate for 3 years in a row.

Skills:

GANTT Management	Expert	Ads Management	Expert
Project Management	Expert	Referral Marketing	Expert
E-commerce growth	Expert	Amazon Ads	Expert
CMS Management	Expert		
Marketplace Management	Expert	Etsy Ads	Expert
CRO	Expert	Meta Ads	Intermediate
Sales	Expert	Google ads	Intermediate
Marketing automatization	Expert		
SMS/Whatsapp Marketing	Expert	Google Tag Manager	Expert
		Google Analytics	Expert

Professional courses:

2023	"B2B Masterclass" by Ecommerce School Management
2022	"Advanced Masterclass for Ecommerce" by Ecommerce School Management.
2019	"Facebook Marketing - Build Facebook Messenger Chatbots" by Isaac Rudansky. Facebook Messenger Chatbot Masterclass course on Udemy.
2018	"Landing Page Design & Conversion Rate Optimization 2018" by Isaac Rudansky. The Bestselling Landing Page Design Course on Udemy.
2017	"Ultimate Google Ads / AdWords Course 2018" by Isaac Rudansky. Google Ads Masterclass on Udemy.
2016	"Viral Marketing and How to Craft Contagious Content" by University of Pennsylvania, 4 weeks online course.
2016	"Content Strategy for Professionals: Engaging Audiences" by Northwestern University of Chicago 4 weeks online course.

Work activities:

2023 – Present:	Project Manager at Eeever Digital Agency <ul style="list-style-type: none"> • Successfully managed the end-to-end lifecycle of multiple digital projects, ensuring all were delivered on time and within budget. • Led cross-functional teams to optimize project performance. • Reduced project risks through good management activities and risk mitigation strategies.
------------------------	---

- 2023 – 2024: E-commerce Manager at DATTELBÄR**
- Oversaw the entire e-commerce operation, managing a cross-functional team.
 - Implemented a comprehensive GANTT-based project management system, improving workflow efficiency and reducing project delays.
 - Designed and executed an integrated marketing strategy, leading to a 25% Year to Year growth in net turnover and a 10% improvement in retention.
- 2022 – 2024: Senior E-commerce Manager & Head of Marketplace at Ecommerce School**
- Spearheaded marketplace growth strategy, increasing client sales across Amazon, Etsy, and other platforms.
 - Led a team of 10 specialists to optimize e-commerce projects, consistently achieving project milestones.
 - Improved marketplace visibility and sales conversion rates through strategic pricing and ad management.
- 2017 – Present: Founder, Project Manager & Growth Hacker at YogicYantra.com**
- Launched a successful Kickstarter campaign
 - Scaled the business to 30% annual growth by implementing targeted marketing strategies and improving conversion rates with several different strategies.
- 2018 – 2020: Founder, Project Manager & CMO at Hempati.com**
- Built a wholesale CBD company that became one of the largest in Europe, generating over 1M€ during the first year of activity.
 - Drove digital strategy, resulting in massive growth in sales within the first year of operation.
 - Successfully exited the business by selling shares in 2020, having scaled up the company.
- 2018 – 2020: Founder & CMO at Widora.it**
- Launched Italy's first CBD Weed Delivery service in Italy, reaching over 5000 clients in the first year.
 - Diversified revenue streams by expanding into B2B sales and event organization.
 - Organized "Firenze Canapa 2018," the first Tuscan festival about hemp, attracting over 2000 attendees.
- 2016 – 2019: Chief Editor & Co-Founder at Ilgiornaledelloyoga.it**
- Created an online platform focused on multicultural and interreligious dialogue, attracting over 50,000 monthly readers.
 - Increased website traffic through SEO optimization and content strategy.
 - Grew social media engagement through targeted campaigns and community-building efforts.

- 2016: Social Marketing Manager at Hridaya Yoga, Mazunte, Mexico**
- Boosted social media engagement through consistent content updates and community interaction.
 - Revamped the school's website, improving user experience and increasing web traffic.
 - Implemented marketing strategies that contributed to an increase in international student enrolment.
- 2015: General Manager at Inbilico, San Teodoro, Italy**
- Managed a team of 10+ employees, improving team efficiency and reducing employee turnover.
 - Led marketing initiatives that resulted in 30% increase sales.
- 2014: Internship at FOSDA (Foundation for Security and Development of Africa), Accra, Ghana**
- Led the "Internet Freedom for Ghana" project, successfully providing internet access to five high schools in the country's poorest regions.
 - Coordinated partnerships with local NGOs, securing donations of over 50 computers for the initiative.
- 2012/2014: Room Director & Human Resources Manager at PCF, Poker Club Florence**
- Improved customer satisfaction through the implementation of new player engagement strategies.
 - Managed human resources, optimizing staff scheduling.
 - Enhanced customer experience, leading to a rise in returning players.
- 2009/2013: Self-Development & International Travel**
- Explored and documented cultural diversity across 10+ countries, sharing insights on political and social systems through a travel blog.
 - Studied Yoga and meditation in Thailand and India, earning certifications and deepening personal practice.
 - Published travel reportages that attracted a dedicated readership of over 10,000 people.
- 2006/2009: President of the Association "Lucky Texas River Club"**
- Successfully launched 5 poker clubs across Italy, mentoring new club managers on operations and growth.
 - Organized over 100 poker events, drawing participants from across the country.
 - Developed club management guidelines that were adopted by all affiliated poker clubs.
- 2006/2009: President of "Lucky River srl"**
- Led sales efforts, expanding the company's reach to over 50 poker rooms across Italy.

- Increased sales revenue through strategic partnerships with furniture suppliers.
- Developed a new product line of poker tables and accessories.

2006/2007:

International Reporter for Games Magazine "Poker Sportivo"

- Covered major poker tournaments across Europe, delivering in-depth reports and interviews.
- Built a huge community with engaging content and live tournament coverage.
- Enhanced the magazine's reputation as a leading poker publication in Italy.

Languages:

Native **Italian** speaker. **English** fluent.

References

Marco Biasin
Marcello Palmieri

CEO at Ecommerce School Management
CEO at Eeever

Florence, Italy, 11/10/2024