

Manuel Fusco

Contact me | manufuscoo@gmail.com
+39 392 910 6566
LinkedIn: www.linkedin.com/in/manuel-fusco

Address | Lambruschini street, 28
Florence, 50100
Florence - Italy

Other information | Citizenship: Italian
Birth date: Feb 22nd 2001
City: Florence - Italy

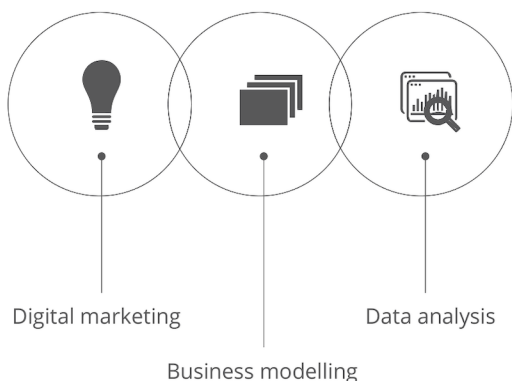
ABOUT ME

Hi, I'm Manuel, my greatest passions are strategic management, digital marketing and innovation in all its areas. I have a deep attention to details and an extremely data-driven approach.

Since 2017, I have collaborated with several digital agencies, and other types of businesses, they have shaped me professionally and humanely, increasing my passion for the digital world.

I love working with other people and exchanging ideas and points of view. I am a very ambitious person and always looking for new challenges.

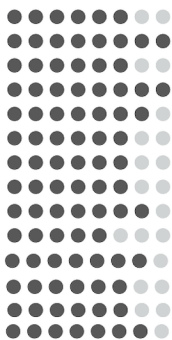
MAIN STRENGTHS



SKILLS

01 Technical knowledge

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Word
Excel
Funnelytics
R studio
Google Ads
Facebook Ads
Google tag manager
Google Analytics
MailChimp
Shopify
Google optimize



02 Expertise

Business analysis
Advanced finance
Business model
Funnel marketing
Email marketing
Data analysis
Digital advertising
Social media management
Ecommerce
Brand management
Digital strategies
A/B testing
Strategic Management
CRO

LANGUAGE SKILLS



EDUCATION

- From January 2024 to July 2024
MBA Program | Master of business administration
Stockton University (SU) | NJ, Atlantic City
- From September 2022 to July 2024
Master of science - MS, Management and Business Administration
University of Florence (UNIFI)
- From January 2022 to July 2022
Strategic Management and Innovation Specialization
Copenhagen Business School - CBS
- From October 2019 to July 2022
Bachelor Degree, Economics and Management
Alma Mater Studiorum - University of Bologna (UNIBO)

EXPERIENCE

- From September 2022 to January 2024 (1 yr 5 mos)
Project Manager (PM)
Diseo Agency SRL, (Digital agency) - Florence (Italy)

Main activity: Management of online and offline projects, from defining project requirements to planning activities, coordinating development teams and managing communications with clients.
- From September 2020 to June 2022 (1 yr 10 mos)
Digital Marketing Specialist
Consorzio Italia SRL - Cesenatico (Italy)

Main activities:
 - Planning and designing of Google Ads and Facebook Ads
 - Updating content and verifying ecommerce performance (UX analysis, A/B Testing, conversions, CRO, Monitoring key KPIs)
 - Marketing plan development and digital strategy and Funnel marketing
 - Data analysis and performance measurement of digital channels
- From May 2022 to July 2019 (3 mos)
Marketing assistant Internship
Pleiadi International SRL, (Digital agency) - Cesena (Italy)

Main activities:
 - Assisting the account executive in managing online and offline activities related to the agency's key clients
 - Data analysis
- From September 2018 to February 2019 (6 Mos)
Social Media Specialist
Matilde Studio SNC, (Digital agency) - Cesena (Italy)

Main activities:
 - Strategic planning and Facebook/Instagram's ads management based on marketing goals and target audience
 - Designing Facebook and Instagram's editorial plans and copywriting