

Christopher Gravino

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Professional Summary

I embarked on my career journey as a steel fabricator and welder, a role that transitioned into drafting and product development. In 2018, fueled by my passion for product development, I embarked on an entrepreneurial venture in the e-commerce realm. This journey not only led to the establishment of my own e-commerce venture but also prompted me to acquire in-depth knowledge of digital marketing.

My skillset encompasses a range of valuable attributes including analytical acumen, continuous self-development, keen commercial awareness, and a flair for creativity. I excel in analysis and optimisation. Overcoming the learning curve within a business setting, I possess the ability to discern weaknesses and strengths and subsequently recommend viable alternatives to bolster production efficiency and drive increased profits.

My ideal career trajectory involves contributing to the marketing industry within an agency setup. This aspiration is driven by my commitment to facilitate business growth. Simultaneously, I seek to nurture my personal growth, thus fostering a symbiotic evolution.

Career Summary

2023 – Present	Department of Jobs Precincts and Regions	Digital Jobs Program Participant – Digital Marketing
2018 – Present	Delthium LLC	Founder & CEO
2016 – 2022	Hi-Tech Stainless-Steel Fabrications	Sheet Metal Worker & Drafter,
2007 – 2014	Farck S.P.A	Sheet Metal Worker,

Qualifications, Certificates and Credentials

Graduate Certificate in marketing and digital strategy	UTS	Commencing
Digital Marketing Campaigns and Analytics	RMITO	2023
SEO Fundamentals Certificate	Semrush Academy	2022
Keyword Research Certificate	Semrush Academy	2022
Competitive Analysis & Keyword Research Certificate	Semrush Academy	2022
Backlink Management Certificate	Semrush Academy	2022

Systems and Applications

Design: Adobe suite, Blender, (Autodesk: Inventor - Autocad - Fusion360) Blender.

Analytics: Microsoft suite, Tableau, Google analytics, Google search console, Google tag manager, Ahrefs, Semrush.

Web design and CMS: WordPress, Shopify, Bootstrap studio, Figma

Skills

- Demonstrated ability to manage complex projects, adhering to tight deadlines and coordinating tasks.
- Applied innovative design concepts and ideation for creating product prototypes, showcasing creativity.
- Translated design skills into marketing strategies, generating unique and engaging digital content that captures the target audience's attention.
- Proficient in analysing product performance metrics and market trends to inform design improvements and tailor marketing strategies.
- Capable to use analytical tools to assess website traffic, conversion rates, and user engagement, refining digital marketing campaigns for optimal results.
- Led cross-functional teams in product development and fostering collaboration for clear communication.
- Developed persuasive copywriting skills to craft compelling marketing messages.
- Meticulous eye for detail to create accurate and precise product designs, ensuring quality and functionality.
- Proficient in using drafting software and tools for design and product *development* purposes.
- Quickly embraced digital marketing platforms, mastering various tools and techniques for online campaigns.

Professional Experience

Digital Jobs Program Participant (Digital Marketing Campaigns and Analytics)

Victorian Government – Department of Jobs Precincts and Regions (DJPR) April '23 – Present

The Digital Jobs Program is a Victorian Government initiative to develop skills and training in digital technologies.

I qualified and was selected in the program to complete the “Digital Marketing Campaigns and Analytics” credential.

As a DJPR Digital Jobs Program participant, I completed digital upskilling and professional development with RMITO completing a credential in “Digital Marketing Campaigns and Analytics”.

Having completed a digital marketing course, I've mastered data-driven insights analysis using tools like Google Analytics, Tableau, and Excel. In marketing campaign management, I excel in crafting strategies aligned with client goals based on funnel phases and the POE model. My technical skills encompass website development from scratch, SEO implementation with tools like Semrush, and content creation using Adobe Suite, Figma, and Blender.

Delthium LLC

2018 – present

Founder & CEO

Responsibilities:

- Leads end-to-end product development lifecycle, from concept ideation to launch, ensuring alignment with market demands and customer needs.
- Directs cross-functional teams to conceptualize, design, prototype, and iterate products, fostering innovation and delivering high-quality offerings.
- Conducts in-depth market research to identify trends, gaps, and opportunities, enabling data-driven decision-making for business growth and product refinement.
- Analyses competitive landscapes and customer preferences to position products effectively and capture target segments.
- Devises and executed cutting-edge digital campaign strategies, leveraging insights from market research to drive brand awareness and engagement.
- Collaborates with creative teams to create compelling content and visuals, ensuring cohesive and impactful digital marketing initiatives.
- Uses analytics tools to analyse performance metrics, deriving actionable insights for continuous improvement across all business functions.
- Translates data into strategic recommendations, optimizing operational efficiency and refining marketing strategies based on quantifiable results.
- Uses website optimisation strategies, implementing SEO techniques and conversion rate optimisation (CRO) tactics to enhance user experience and drive organic traffic.
- Leads content creation initiatives, overseeing the development of engaging and relevant website content that resonates with the target audience.
- Fosters a culture of innovation, collaboration, and accountability across all teams.

Hi-Tech Stainless-Steel Fabrications

2016 – present

Sheet Metal Worker & Drafter

Responsibilities:

- Created precise prototypes and product drafts using software such as AutoCAD, Fusion360, and Inventor, ensuring accuracy and adherence to design specifications.
- Executed product production based on detailed shop drawings, translating design concepts into tangible, high-quality metal(s) products.
- Proficient in Tig, Mig, and Arc welding techniques, applying precision and craftsmanship.
- Operated brake press machinery to bend, shape, and manipulate metal sheets, maintaining consistency and precision in forming desired components.
- Specialised in working with stainless steel and various metals, utilizing fabrication techniques.
- Expertise in metal polishing, achieving finishes of #4 and #8 levels, for best quality and appearance.