



D A V I D E A Z Z A N O

PROFESSIONAL SUMMARY

Highly skilled and experienced marketing manager with a proven track record of developing and executing successful marketing campaigns across multiple channels. Strong background in market research, branding, and digital marketing. Proven ability to lead cross-functional teams and deliver measurable results. Results-driven, strategic thinker with a passion for innovation and a customer-centric approach.

EXPERIENCE

05.2020 -
01.2023

Digital Marketing Manager

Fast Solutions Ltd, Sydney, Australia

- Develop and implement comprehensive marketing strategies that drive brand awareness and sales growth
- Lead a team of marketers to execute campaigns across multiple channels, including social media, email, and paid advertising
- Implemented a data analysis system that resulted in a 20% increase in customer retention and repeat sales
- Managed third-party platforms to deliver wide-reaching digital marketing campaigns.
- Demonstrated outstanding working knowledge of PPC, CRO, SEO and SEM techniques for complete marketing coverage.

05.2018 -
02.2020

Marketing Coordinator

Marstech, Dubai, UAE

- Developed and executed successful data-driven marketing campaigns that have increased brand awareness by 20% and driven a 15% increase in sales
- Utilized data and analytics to make informed decisions and optimize campaigns for maximum ROI
- Managed a team of 3 marketing coordinators and provided guidance and direction to drive results
- Implemented a data tracking system that resulted in a 30% increase in customer engagement and lead generation
- Collaborated with cross-functional teams to develop and launch new products
- Utilized market research and analysis to inform campaign strategy and decision making

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LINKEDLN ACCOUNT

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SKILLS

- HubSpot CRM, Salesforce and Zapier
- Microsoft Excel, Word, PowerPoint
- Paid Ads and A/B testing campaign (Facebook, Instagram, Google, TikTok)
- Google Analytics
- SEO (SEMrush, Google Search Console)
- Adaptability
- Multitasking
- HTML/Css/Javascript/React.js
- AI Illustrator, Sketch, Figma
- Adobe Pro CC, Adobe AI, CapCut
- Email Marketing (Mailchimp, Hubspot)

EDUCATION

2018

Cà Foscari , Venice

Bachelor of Science: in Marketing and Business Administration

LANGUAGES

Italian: First Language

English:

C1

Advanced

CERTIFICATIONS

- Digital Marketing Certified Professional (DMCP), Cà Foscari of Venice Marketing Institute (DMI), 2019
- Google Analytics
- HubSpot Inbound Marketing