

# DANIELE DI MARIA

## ACADEMIC BACKGROUND

2021-2021	24 Ore Business School - Milano <b>Master Executive - eSports &amp; Gaming Generation</b>
2020-2020	Università Bocconi - Milano <b>S.D.A. Sport Marketing &amp; Sponsorship</b>
2018-2019	Università IULM - Milano <b>Master I° Livello in Marketing &amp; comunicazione dello sport</b>
2015-2018	Università degli studi di Bergamo - Bergamo <b>Laurea triennale in Scienze della Comunicazione</b>

## WORK EXPERIENCES

April 2021 - Now	<b>Deloitte Digital - Area Marketing &amp; Content Digital Marketing Consultant Specialist</b> <ul style="list-style-type: none"><li>• Main Clients: ENEL, BAT, Illy Caffè, MSC, Amplifon, Menarini and AC Milan</li><li>• Implementation of Marketing, Digital Analytics &amp; CRO strategies for clients such as ENEL, BAT, Illy Caffè, MSC, Amplifon and AC Milan.</li><li>• Configuration and management of Adobe Analytics, Google Analytics, GTM, Adobe Target and Tealium.</li><li>• Creation of analysis dashboards on Google Data Studio and Adobe Workspace for monitoring digital performance.</li><li>• Managing A/B testing and user experience customisation to improve conversion rates.</li><li>• Definition and implementation of tracking and tagging strategy for websites and apps.</li><li>• Training to new recruits on Digital Analytics, SEO &amp; PAID topics</li></ul>
October 2020 - April 2021	<b>Group M Trafficker</b> <ul style="list-style-type: none"><li>• Monitoring of advertising performance and optimisation of targeting strategies</li><li>• Management of ad servers and advertising campaigns on platforms such as Campaign Manager and SAS.</li><li>• Main Clients: Costa Crociere, Versace, Opel, Citroen, Peugeot, Douglas, Ebay, Continental, Coca-Cola, Yakult</li></ul>
September 2019 - July 2020	<b>Rugby Milano Corporate Marketing Communication</b> <ul style="list-style-type: none"><li>• Management of digital communication and corporate social responsibility projects</li><li>• Implementation of data-driven marketing strategies and performance reporting.</li><li>• Projects followed: All blacks clinic 2019, Lamborghini commercial</li></ul>

## ACHIEVEMENTS

2021	<b>Scholarship</b> <b>24 Ore Business School</b> - Master Esports & Gaming Generation
2019	<b>Project Winner</b> <b>IULM University</b> - Communication project winner Radio Rossonera



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### TECHNICAL SKILLS

#### Digital Analytics:

Adobe Analytics, Google Analytics 4, Google Tag Manager, Tealium, Adobe Data Collection, ContentSquare, Microsoft Clarity

#### A/B Testing & CRO:

Adobe Target, Google Optimize

#### Dashboard & Reporting:

Google Looker Studio, Adobe Workspace, GA4

#### Digital Marketing Tools:

Meta Business Manager, LinkedIn Ads, Google Ads, SEMrush, Marketing Cloud Jira

### ACADEMIC WORK

#### FIREFIGHTER

DEPARTMENT BERGAMO  
JAN 2016 - SEP 2019