

DANIELE DI MARIA



BIRTH
08/02/1992 - MILANO

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[+++CLICK HERE+++](#)

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

ACADEMIC BACKGROUND

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

WORK EXPERIENCES

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

ACHIEVEMENTS

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