



Samuele GIUGGIA

Date and place of birth: 26.04.1996 – Bra (CN) – Italy
Nationality: Italy – USA

Residence

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Summary

Dynamic and results-driven Digital Marketing Specialist with over 5 years of experience in managing comprehensive marketing projects across EMEA.

Proven expertise in digital strategy, content creation, and project management, with a strong background in leading rebranding efforts, managing corporate websites, and optimizing customer journeys.

Skilled in leveraging tools like **WordPress**, **Google Analytics**, and Qualtrics to drive engagement and deliver data-driven insights.

Bilingual in Italian and English, with a keen interest in sports technology and a solid track record of freelancing in high-pressure environments, including VAR operations for Serie A/UEFA matchdays.

Work Experience

January 2024 - ...

Digital Marketing Specialist EMEA

Main projects:

- [Corporate Website](#) Manager: content writing and creation via WordPress, Elementor, Storyblok.
- [Virtual Customer Journey project management](#): ideation, writing, content production, reporting (via Google Analytics).
- Led the EMEA annual survey initiative, successfully distributing over 30,000 surveys and analyzing data using Qualtrics to derive actionable insights.
- Responsible for internal communication platform via Sharepoint. 1,000 users per day.
- Management of Digital Signage devices in all EMEA offices.

October 2021 – January 2024

Marketing Specialist

Berlin Packaging EMEA, Trezzano S/N (MI)

Main projects:

- Spearheaded the comprehensive rebranding process for Berlin Packaging EMEA, enhancing brand visibility and consistency across all digital platforms.
- Assisted in the development and launch of the new corporate and eCommerce websites for the EMEA region, improving user experience and increasing online engagement.
- Annual EMEA NPS Survey – powered by Qualtrics
- Management of Corporate SkyBox, San Siro Stadium

April 2021 – October 2021

Marketing Intern

Berlin Packaging EMEA, Trezzano S/N (MI)

October 2020 - ...

VAR Replay Operator – Freelance

Hawk – Eye Innovations Ltd.

[Freelance VAR Operator in Serie A/Serie B/UEFA matchdays](#).

Duties:

- Assist setting up the video review system and goal-line technology;
- Conducting pre-match checks of the systems in accordance with standard procedures;
- Liaising with match officials and host broadcasters both on-site and remotely;
- Operating the technologies during the match;

July 2019 - September 2020

Project Manager - Intern

Infront Italy Spa, Milan, Italy

Project Management as part of the Digital Team of the "Post Production & Original Content" division. Clients I worked with: CEV, IIHF, EHF, Genoa CFC, Lega Serie A. Managed and produced content for multiple social media platforms, including YouTube, Instagram, Facebook, TikTok, and VK, significantly increasing follower engagement and brand visibility.

eSerie A TIM project: in partnership with Lega Serie A we launched the first official esports tournament with all the Serie A clubs represented by FIFA 20 and PES 2020 pro players. In charge of management for the official YT Account [eSerie A TIM](#).

July 2017 – September 2017

Slow Food Italia, Bra (CN)
Press Office Intern.

Drafted and edited press releases, and coordinated event logistics for the international 'Cheese 2017' fair, contributing to its successful execution.

August 2016 – October 2016

Intern at Weekly Magazine "Gazzetta d'Alba", Alba (CN)

Education

May 2024 – January 2025

[Postgraduate Program in Digital Marketing](#)
Simplilearn | Purdue University

September 2018 – January 2020

MIMEC - Master's degree, Marketing & Communications
Università Bocconi, Milano, Italia

September 2018

Bachelor's degree, Linguaggi dei Media
Università Cattolica del Sacro Cuore, Milano, Italia
Thesis: "Il talk show americano e la sua componente giornalistica"
Voto: 107 / 110

July 2015

Highschool Diploma
Liceo Classico Giolitti-Gandino, Bra (CN), Italia
Voto: 75 / 100

Languages

Italian: mother tongue; **English:** mother tongue; **Spanish:** basic.

Skills

Excel: highly proficient; **PowerPoint:** highly proficient; **Word:** highly proficient;
CMS Youtube: highly proficient; **Wordpress & Elementor:** proficient; **Qualtrics:** highly proficient
Adobe Premier: basic; **Adobe Photoshop:** basic; **Google Analytics 4:** proficient

Certifications:

[Google Ads - Search Certification](#);
[Google Ads – Measurement Certification](#);
[Google Ads – Display Certification](#);
[Google Analytics Certification](#).

More info

Periods abroad: Richmond (VA), (July-August 2013/2014): summer basketball camp, Virginia Commonwealth University, visiting my family in Virginia.

Hobbies & Sports: **Football** and **basketball** (Abet Basket Bra, SocialOsa Milano), **literature** (contemporary American authors in particular); **American Politics**; subscriptions: theathletic.com, ilpost.it, nyt.com; **Space exploration**.