

## MATTEO BARLETTA

### SUMMARY

I am Google Adwords Partners Certified since 2010, recognized as an energetic SEO results-driven with more than six years of experience committed to impact and development of the latest online marketing strategies for a company's output. With a proven background in improving operational turn around, I'm an efficient SEO manager and team player who generates significant growth in revenue and effective organic online traffic. Demonstrated management ability, particularly effective in the creation, support and implementation of advanced SEO strategies.

I am a resourceful and focused leader, with continued success in meeting both business and operational goals.

### WORK HISTORY

#### SEO MARKETING MANAGER, PRESTIGE CAR RENTAL BANGKOK, BANGKOK

August 2013 – August 2015

- SEO
- Link building
- Off page SEO
- CPC optimization
- Traffic Building
- E-Mail Marketing
- Video SEO
- Social Networking strategies
- Online Trends Hunter

#### **Contributions:**

- Off-page SEO strategies to reach first Google page with multiple keywords
- On-page SEO optimization
- Advanced keyword research strategies

#### **Accomplishments:**

- Created Best SEO Strategy to rank naturally multiple profitable niche keywords to improve ROI.
- Ranked TOP 10 consistently for "Luxury car rental Bangkok" and over 30 related keywords on major 3 search engines: Google/Yahoo/Bing.
- Ranked TOP 10 Facebook page and YouTube company videos on major 3 search engines: Google/Yahoo/Bing for multiple keywords.
- Increased revenue +350% in 4 months.

## SEO MANAGER, TOP GOOGLE LTD, BANGKOK

August 2010 – Present

- Identify marketing strategies based on knowledge of company's objectives and market trends.
- Manage and oversee E-Marketing Operations such as email marketing, paid search, social networking, improving online marketing based on current trends.
- Plan SEO strategies, opt-in emails, website enhancements to improve rank of organic search.
- Create overall strategy for a successful natural web search optimization campaigns.
- Optimize official company pages on different social media to facilitate interaction with customers.
- Increase website traffic, ranking increasing system revenue.
- Handle CRM-related issues in online communities to maintain good corporate and brand images.
- Develop online strategic marketing plans and activities in relation to support corporate and marketing objectives and contribute to business growth.
- Implement and evolve high-impact strategies to target new business opportunities.

### **Contributions:**

- Developing specific online strategies to build branding activities, keeping online platform to stay ahead in the market and build brand awareness among mid-level and top executive partners and clients.
- Planning social network strategies in Facebook, Twitter, YouTube and LinkedIn. Improving online brand reputation for all channels, gaining new followers, ensuring objectives met on time with quality at minimal cost.
- Introducing and developing target e-mail newsletters to create awareness and garner visibility, devising strategies to drive traffic to company events and online activities.
- Creating a range of techniques including SEO, PPC ranking improvements in Google Serp.
- Evaluating customer research, market conditions and competitors' data, reviewing new technologies, keeping the companies at the forefront of developments in digital marketing.

### **Accomplishments:**

- Plan, implement, and manage SEM campaigns and SEO projects, including website audits, website content recommendations, keyword research and link building strategies for more than 150 projects.
- Implement and manage Web analytics using Google Analytics, AdWords and other relative analytic tools.
- Develop Pay-Per-Click (PPC) Campaigns to drive relevant traffic to appropriate pages.
- Leverage social media campaigns (Facebook, Twitter, YouTube, Pinterest, and others) to generate and optimize Web traffic and awareness.

- Manage key strategic paid management technology vendors and content/distribution partners.
- Manage and drive strategy/budget spending and work closely with business partners.
- Create requirements and technical documentations concerning processes for SEO
- Coordinate with the IT team to ensure the best technical SEO practices are implemented into the development process

---

#### EDUCATION

**I.P.S.A.A. TECHNICAL HIGH SCHOOL, ITALY**

---

#### LANGUAGE SKILLS

- Italian: native language.
- English: Full working proficiency (ILR Scale)
- Thai: Intermediate working proficiency (ILR Scale)