

CONTACT ME

📍 SW6 2SE, London, United Kingdom

✉ charliebaccanello@gmail.com

☎ +44 7738 674171

CHANNELS

Meta
Twitter
LinkedIn
DV360
TikTok
Snapchat
Pinterest
Teads
Google Ads

TECHNOLOGIES

Google Analytics
Google AdWords
Prisma
4C Scope
HubSpot
Salesforce
Advanced Microsoft Office (Excel)

CERTIFICATIONS

Google Ads Search Certified

Google Analytics Individual Qualification

Google Campaign Manager Certified

Microsoft Advertising Certified Professional

Twitter Flight School Certified

Snapchat Ads Certified

4C Scope 1.0 Certified

ICMA Centre Financial Markets Gold Certification - Henley Business School (UoR)

Literary Certification with Merit-Charterhouse

Charles Baccanello

PERSONAL PROFILE

Paid Social and Search specialist with 2+ years across the Technology, Beverage and Auto industries with advanced analytical skills.

Career highlight:

- Activating the most successful livestream in Twitter history, surpassing the viewership of the Met Gala.

WORK EXPERIENCE

Biddable Executive – Samsung Global

Publicis Groupe | Oct 2021 - Current

London, United Kingdom

- Activated Paid Social and Search campaigns across 25+ markets, taking ownership from creation of media plans through to reporting and finance.
- Managing budgets in excess of \$10m and cooperating with media partners to utilize accrued credits across all social platforms.
- Buying CPV, CPC and CPE media across both B2B and B2C whilst optimizing to ensure maximum efficiency.
- Visual Display Lead, working directly with Publicis North America on all activations.
- EO Lead, managing Social and Search reporting of four people and directly communicating with multiple Samsung clients for all digital service activity.
- MediaOcean Lead, ensuring smooth relations with our technology provider and being responsible for implementation of platform beta feature tests.
- 2x panelist for Publicis Groupe, speaking about Samsung's most impactful campaigns.

Biddable Executive - Maserati S.p.A (Stellantis)

Publicis Groupe | Aug 2022 - Oct 2022

London, United Kingdom

- Activated Paid Social and Search campaigns across EMEA with budgets in excess of \$300k.
- Trained incoming team members during an overhaul of the account structure.
- Specialized in activation of multi-stage conversion campaigns including retargeting, tracked URL's, On-Platform and On-Site lead gen forms.

Marketing Representative

LandTech | Jul 2021 - Sep 2021

London, United Kingdom

- Generated demand for digital services, working closely with the Sales team to drive leads through the conversion funnel within Salesforce and HubSpot.
- Assisted with developing the global marketing strategy during a strategic expansion to the US and Australia.

Specialist

Apple | Aug 2019 - Jan 2020

Reading, United Kingdom

- Provided the highest level of customer service, assisting in the sale and setup of products for both consumer and business customers.
- Held a perfect 100 NPS score for customer satisfaction.

Marketing Intern

Dibs | June 2019 - Aug 2019

London, United Kingdom

- Managed the company social accounts, posting organic content and boosting with paid media.

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EDUCATION



Bachelor's Degree – History

University of Reading | 2017 - 2020

Reading, United Kingdom

- Graduated with Honors from the University of Reading with a Bachelor's Degree in History, modules in marketing.
- Awarded the ICMA Centre Financial Markets Gold Certification for first in class financial assessment by the Henley Business School, backed by Thomson Reuters.



Pre-U, A-Level, IGCSE – Business Management and Marketing, Economics and History

Charterhouse School | 2012 - 2017

Surrey, United Kingdom

- Excelled in Pre-U, A-Level and IGCSE examinations
- Awarded the Charterhouse Literary Certification with Merit