

# Filippo Danesi

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I'm an SEO specialist with six years of experience using data and AI to drive search growth. I combine code, content, and analytics to create strategies that deliver measurable results.

## Work

Content Manager, SEO at Triumph  
2025 to Present  
Zürich, CH

Manage and optimized content for international websites in 15+ markets  
Develop global content governance and editorial guidelines  
Implement NLP and NLU technologies for advanced SEO strategies

SEO Specialist (Tech Lead) at NUR  
2022 to 2025  
Mantova, IT

Led technical and content SEO audits for enterprise clients  
Developed strategies that increased organic traffic and conversions  
Drove R&D in AI-SEO and machine learning for optimization

SEO Specialist at Tesecom  
2020 to 2022  
Pisa, IT

Created and optimized content strategies based on analysis and research  
Delivered performance reports and actionable insights to clients  
Collaborated with PPC team for integrated organic and paid strategies

SEO Specialist at Brand-On  
2019 to 2020  
Pisa, IT

Specialized in eCommerce SEO and site architecture optimization  
Executed on-page and off-page tactics to improve rankings  
Built strong client relationships through clear communication

## Education

Global Marketing at Fondazione Italia USA  
2021 to 2022  
Rome, IT

Studied global marketing and export strategies for Made in Italy goods  
Awarded scholarship for excellence in international communication  
Focused on movement and promotion of Italian products abroad

Data Analytics at 24ORE Business School  
2021  
Milan, IT

Mastered user journey mapping and wireframing techniques  
Completed 5 end-to-end product design projects  
Applied UX principles to real-world client challenges

E-commerce: Design and Mgmt. at IED  
2020 to 2021  
Florence, IT

Studied advanced e-commerce management and marketing  
Focused on user experience and digital sales strategies  
Applied concepts to practical projects and case studies

Web Design at Istituto Modartech 2018 to 2019 Pisa, IT	Learned web design fundamentals and UX/UI principles Practiced front-end development techniques Developed digital projects from concept to launch
B.A. in Clinical Psychology at Univ. of Pisa 2013 to 2017 Pisa, IT	Studied core psychology and research methodologies Focused on clinical applications and case analysis Gained practical experience through internships and workshops

## Projects

Verbalist verbalist.it 2024 to Present	Advanced AI tool for SEO content analysis and optimization Role: Product Designer and AI Engineer, focused on content strategy automation Built with Python, IBM Watson NLU, OpenAI, and Anthropic APIs
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## Open Source

NLU Analyzer github.com/filippodanesi/nlu-analyzer	Advanced text analysis and optimization tool using Watson NLU and AI models Features text analysis, AI optimization, and multiple export formats Built with React, TypeScript, Tailwind CSS, and shadcn/ui
Web Content Scraper github.com/filippodanesi/web-scraper	Clean web content extraction tool with minimalist design Built with React, TypeScript, and Firecrawl API integration Features dark mode and API key management

## Tech Stack

These are some of the technologies and software I love. I'm always open to learning more.

Google Search Console	HTML
Google Analytics 4	CSS
Ahrefs	JavaScript
SEMrush	Core Web Vitals
Screaming Frog	Schema.org / JSON-LD
Spreadsheets	Headless CMSs
OpenAI / Antrophic (API)	Cloudflare
Generative AI	GitHub
Looker Studio	Python