



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