

# Filippo Danesi

SEO & AI Search Manager · Workflow Automation Developer

+41 78 336 42 90 | [filippo.danesi93@gmail.com](mailto:filippo.danesi93@gmail.com) | [linkedin.com/in/filippodanesi](https://linkedin.com/in/filippodanesi) | [filippodanesi.com](http://filippodanesi.com)  
Bottighofen, Thurgau (CH) – B Permit

## SUMMARY

I do SEO for enterprise e-commerce across EMEA. Most of my work lately is about making brands visible not just on Google, but inside AI search systems like ChatGPT, Perplexity, and AI Overviews. I also build the tools I need: if a process is too slow or too manual, I write the code to automate it.

## EXPERIENCE

### Triumph International

*SEO & AI Search Manager*

*Zurich, Switzerland*

May 2025 – Present

- Own organic search and AI search visibility for a portfolio of 15+ e-commerce domains across EMEA.
- Built an AI content pipeline that generates multilingual product descriptions for 10,000+ SKUs, replacing manual copywriting.
- Implemented structured data and Schema markup to improve product visibility in AI Overviews and rich results.
- Coordinate a working group of 5 (SEO, content, dev, paid media) on organic and AI search initiatives.
- Set up internal reporting to track AI search visibility alongside traditional organic KPIs.

### NUR Digital Marketing Agency

*SEO Specialist (Innovation Lead)*

*Mantua, Italy*

Sep 2022 – Apr 2025

- Ran SEO for enterprise e-commerce and retail clients, from technical audits and migrations to ongoing optimization.
- Built automation workflows using GPT and Claude APIs for intent classification, content clustering, and metadata generation.
- Documented replicable AI workflows (Python, N8N, Make) so non-technical team members could use them independently.
- Solved complex indexation issues through rendering analysis, crawl budget optimization, and Core Web Vitals fixes.
- Mentored junior SEOs on technical SEO and AI tooling.

### TeseCom Marketing and Communications Agency

*SEO Specialist*

*Pisa, Italy*

Sep 2020 – Sep 2022

- Full SEO management for B2B and B2C clients. This is where I got solid on the technical and analytical side.
- Built content strategies based on search intent and entity optimization.
- Created reporting dashboards in GA4 and Looker Studio for ongoing performance tracking.

### Brand-On Communication Agency

*SEO Specialist*

*Pisa, Italy*

May 2019 – Sep 2020

- My first SEO role. On-page optimization, link building, local SEO across a mix of small business clients.
- Fixed JavaScript rendering and indexation issues for client sites.

## PROJECTS

### Verbalist 2.0

SERP analysis tool with web scraping and multi-model LLM support (Claude, GPT, Gemini).

*Python, FastAPI, LangChain, Docker, DataForSEO API.*

### VisionDescribe

Turns product images into multilingual descriptions using GPT-4 Vision API.

*React, TypeScript, Node.js, PostgreSQL, OpenAI API.*

### AI Copy Assistant

Generates product descriptions for e-commerce catalogs using GPT and Claude.

*React, TypeScript, Tailwind CSS, OpenAI/Anthropic APIs.*

## SKILLS

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SEO (Technical, On-page, Local) | AI Search Visibility (GEO/AEO) | Python | Prompt Engineering | LLMs (GPT, Claude, Gemini) | RAG | N8N, Make, Zapier | API Integration | Web Scraping | Core Web Vitals | JavaScript SEO | Schema Markup | NLP/NLU | GA4 | GSC | Looker Studio

## EDUCATION

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### **Centro Studi Comunicare l'Impresa**

*Executive Master in Global Marketing, Communication & Made in Italy*

*Rome, Italy*

Jun 2021 – Dec 2022

### **24ORE Business School**

*Executive Master in Data Analytics and Marketing Intelligence*

*Milan, Italy*

### **IED European Institute of Design**

*Executive Master, E-commerce: Design and Management*

*Pisa, Italy*

### **Istituto Modartech**

*Higher Technical Certificate in Web Development & Programming*

*Pontedera, Italy*

Oct 2018 – Jul 2019

### **University of Pisa**

*Bachelor's Degree in Clinical Psychology*

*Pisa, Italy*

Sep 2013 – Jun 2017

## PROFESSIONAL DEVELOPMENT

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Become an AI-Powered Marketer, Semrush (Mar 2025) | Content Strategy for Demand Generation, CXL (Feb 2025) | SEO Manager Certification, Blue Array (Nov 2024) | Technical SEO Certification, Blue Array (Sep 2024) | CS50's Introduction to AI with Python, Harvard University (May 2024)

## HONORS & LANGUAGES

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### **Semrush Ambassador** (Nov 2025 – Present)

Italian (Native) | English (C1) | German (A1) | French (A1)