Filippo Danesi

SEO & GEO Manager
AI, LLM & Automation
Zurich, CH

🌐 Website
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○ Github Profile
in LinkedIn Profile

SEO and Content Marketing Specialist with 6+ years of experience, focusing on strategic optimization for global brands across diverse international and local markets (GEO). I merge traditional SEO with generative AI and LLMs to engineer Answer Engine Optimization (AEO) and content intelligence solutions, scaling marketing efforts through automation.

EXPERIENCE

•Content Manager, SEO
Jan 2025 - Present

Triumph International
Zürich, CH

– Led SEO strategy for triumph.com and sloggi.com across 15+ international markets, with direct management of the DACH region.
– Spearheaded e-commerce optimizations for Distance Retail, enhancing product visibility and conversion funnels.
– Developed a governance framework that reduced content production time.
– Implemented NLP, NLU, and early LLM pipelines for content analysis and optimization.
– Collaborated with regional teams to ensure AI-driven SEO best practices.

•SEO Specialist (Tech Lead)
2022 - 2024

NUR Digital Marketing Agency
Mantova, IT

– Conducted 50+ technical and content audits for enterprise clients.
– Achieved an average of 35% organic traffic growth in the first 6 months for key accounts.
– Developed proprietary AI-SEO workflows using GPT/Claude APIs.
– Mentored 5 junior SEOs on technical SEO and AI-driven strategies.

•SEO Specialist
2020 - 2022

Tesecom - Marketing and Communications Agency
Pisa, IT

– Designed intent-based content strategies using semantic SEO.
– Improved client keyword rankings by 40% over 12 months.
– Created performance dashboards for 20+ clients.
– Aligned SEO with PPC campaigns for higher ROI.

•SEO Specialist
2019 - 2020

Brand-On Communication Agency
Pisa, IT

– Optimized site architecture and navigation for 15+ clients.
– Implemented schema markup, improving crawlability by 30%.
– Executed link-building campaigns securing 100+ backlinks.
– Maintained a 95% client retention rate.

PROJECTS

•VisionDescribe

AI tool for generating e-commerce product descriptions from images

– Generates professional, multilingual product descriptions from images using GPT-4 Vision API.
– Designed for e-commerce to create compelling, SEO-optimized content at scale.
– Tech Stack: React, TypeScript, Node.js, Express, PostgreSQL, OpenAI API, Vercel.

•Verbalist

AI-powered SEO content analysis and optimization platform

– Designed and built LLM-driven content automation workflows.
– Processes 1000+ pages monthly, reducing manual work by 70%.
– Uses Python, OpenAI/Claude APIs, IBM Watson NLU.

•NLU Analyzer

Open-source tool for semantic content analysis with IBM Watson NLU

– Supports multiple export formats for easy workflow integration.
– Built with React, TypeScript, Tailwind CSS.
– Used by SEO professionals for in-depth content optimization.

- **Web Content Scraper**

Minimalist content extraction tool for SEO analysis

- Built with React, TypeScript, Firecrawl API.
- Processes 100+ URLs daily for content audits.

TECHNICAL SKILLS

AI & Automation for SEO: Generative AI, Prompt Engineering, Large Language Models (GPT, Claude), RAG (Retrieval-Augmented Generation), Python Automation, Web Scraping.
Technical SEO: Core Web Vitals, JavaScript SEO, Site Architecture, Schema Markup, Page Speed Optimization.
Content & Semantic SEO: Search Intent Analysis, Entity SEO, E-E-A-T Optimization, NLP/NLU Implementation, Knowledge Graphs.
Analytics: Google Analytics 4, Google Search Console, Python for SEO, Looker Studio, Conversion Tracking.

EDUCATION

Global Marketing	*Diploma*
Fondazione Italia USA	2021 - 2022
Data Analytics	*Certificate*
24ORE Business School	2021
E-commerce: Design and Management	*Diploma*
Istituto Europeo di Design (IED)	2020 - 2021
Web Design	*Diploma*
Istituto Modartech	2018 - 2019
Clinical Psychology	*Bachelor*
Università di Pisa	2013 - 2017

LANGUAGES

Italian (Native) | English (Advanced) | German (Basic)

INTERESTS

Blogging (serp-secrets.com) | Programming (Python) | Fitness | Music