Filippo Danesi

SEO & GEO MANAGER — AI, LLM & AUTOMATION

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SUMMARY

SEO and GEO (Generative Engine Optimization) Specialist with 6+ years of experience in strategic optimization for global brands across international markets. Expert in merging traditional SEO with generative AI and LLMs to engineer Answer Engine Optimization (AEO), GEO, and content intelligence solutions. Proven track record in cross-functional collaboration with Performance Marketing teams, scaling marketing efforts through automation while reducing operational costs by 99%+ and enhancing search intent alignment and e-commerce performance.

EXPERIENCE

Triumph International — Zurich, Switzerland
SEO Content & AI Automation Lead — *May 2025 – Present*

- Defined and executed a comprehensive SEO and GEO (Generative Engine Optimization) strategy for a global portfolio, ensuring brand discoverability in both traditional SERPs and AI-powered search experiences (SGE/AI Overviews).
- Collaborated cross-functionally with Performance Marketing and Paid Media teams, aligning organic strategies with paid initiatives to maximize total search share and efficiency.
- Spearheaded a scalable AI-driven content strategy for over 10,000 SKUs, automating multilingual descriptions while maintaining brand voice consistency.
- Implemented advanced Schema markup and structured data to secure AI Overviews and rich snippets, directly improving product discoverability in next-gen search engines.
- Led the integration of Generative AI workflows into the CMS, significantly reducing time-to-market for new product launches.
- Established reporting frameworks to track "AI Visibility" alongside traditional organic KPIs, monitoring zero-click searches and conversational query patterns.
- Mentored junior team members and coordinated with external vendors, fostering a culture of innovation and rapid adaptation to algorithm shifts.

NUR Digital Marketing Agency — Mantua, Italy
SEO Specialist (Innovation Lead) — *Sep 2022 – Apr 2025*

- Managed end-to-end SEO strategies for enterprise e-commerce and retail clients, overseeing technical audits, migrations, and performance optimizations.
- Pioneered proprietary GEO and AI-search workflows using GPT and Claude APIs to automate intent classification, content clustering, and meta-data generation, achieving 35% average organic traffic growth in the first 6 months.
- Conducted deep technical analysis (rendering, crawl budget, Core Web Vitals) to solve complex indexation issues for large-scale websites.
- Translated complex data from Google Search Console and Analytics into actionable insights for stakeholders, driving measurable growth in competitive sectors.
- Served as a technical subject matter expert, guiding development teams in implementing advanced Schema Markup and Core Web Vitals improvements.
- Mentored junior SEOs on technical SEO and AI-driven strategies, fostering team growth and knowledge sharing.

TeseCom Marketing and Communications Agency — Pisa, Italy
SEO Specialist — *Sep 2020 – Sep 2022*

- Designed intent-based content strategies leveraging Semantic SEO and Entity Optimization to build topical authority in competitive niches.
- Optimized content structures to align with Google's E-E-A-T guidelines, ensuring high visibility for "Your Money Your Life" (YMYL) topics.
- Performed competitive gap analysis to identify missed opportunities in the Knowledge Graph, enhancing brand visibility for non-branded queries.
- Partnered with content creators to produce high-quality, E-E-A-T compliant assets tailored to user needs.
- Monitored industry trends and SERP landscape updates, proactively adjusting content roadmaps to capture emerging search opportunities.

- Created performance dashboards using Google Analytics 4 and Looker Studio, providing actionable insights for ongoing optimizations.

Brand-On Communication Agency
SEO Specialist

Pisa, Italy

May 2019 – Sep 2020

- Optimized site architecture and navigation hierarchies to improve crawlability and user experience (UX) for client websites.
- Implemented technical solutions for JavaScript SEO issues, ensuring correct rendering and indexing of dynamic content.
- Managed on-page optimization including header tags, internal linking, and canonicalization strategies to consolidate link equity.
- Conducted keyword research and competitive analysis to identify growth opportunities, delivering regular performance reports to client leadership.
- Executed link-building campaigns to secure high-quality backlinks, strengthening domain authority.

PROJECTS

Verbalist 2.0 | *AI-powered SEO content automation platform*
- Data-driven SERP analysis with advanced web scraping and multi-model LLM support (Claude, GPT, Gemini).
- Tech Stack: Python, FastAPI, LangChain, Docker, DataForSEO API.

VisionDescribe | *AI tool for e-commerce product descriptions*
- Generates multilingual, SEO-optimized descriptions using GPT-4 Vision API. Reduced content production costs by 99.96% at scale.
- Tech Stack: React, TypeScript, Node.js, PostgreSQL, OpenAI API.

AI Copy Assistant | *NLU analysis and AI-powered content optimization tool*
- Combines IBM Watson NLU with GPT/Claude for semantic analysis, text optimization, and intelligent multilingual localization.
- Tech Stack: React, TypeScript, Tailwind CSS, OpenAI/Anthropic APIs.

NLU Analyzer | *Open-source tool for semantic content analysis*
- Semantic analysis for entity SEO and content optimization with multiple export formats.
- Tech Stack: React, TypeScript, Tailwind CSS.

HARD SKILLS

Generative AI | GEO/AEO | Prompt Engineering | LLMs (GPT, Claude) | RAG | Python Automation | Web Scraping | Core Web Vitals | JavaScript SEO | Site Architecture | Schema Markup | Page Speed Optimization | Search Intent Analysis | Entity SEO | E-E-A-T | NLP/NLU | Knowledge Graphs | GA4 | GSC | Looker Studio

SOFT SKILLS

Strategic Thinking | Cross-functional Collaboration | Data-Driven Decision Making | Project Management | Mentoring | Stakeholder Communication | Problem Solving | Adaptability | Continuous Learning

EDUCATION

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

Mar 2021 – Jul 2021

IED European Institute of Design
Executive Master, E-commerce: Design and Management

Pisa, Italy

Mar 2020 – Dec 2021

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

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 Artificial Intelligence with Python	*Harvard University — May 2024*

Honors & Affiliations

Semrush Ambassador	*Nov 2025 – Present*

Interests

Fitness | Creative Coding | Exploring New Cultures | Music Production & Drumming

Languages

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