

SENIOR SEO SPECIALIST

# FILIPPO DANESI

## WORK EXPERIENCE

### NUR Digital Marketing / SEO Specialist (Tech Lead)

2022 - Current / Pisa, Italy

I lead and execute advanced SEO strategies, leveraging AI-driven solutions to maximize online visibility and content performance. With deep expertise in the convergence of SEO, content, and emerging technologies, I spearhead research initiatives to integrate cutting-edge AI applications, enhancing our content marketing efficacy. I collaborate with cross-functional teams to ensure our SEO methodologies remain industry-leading and aligned with overarching business goals.

### Tesecom - Digital Marketing Agency / SEO Specialist

2020 - 2022 / Pisa, Italy

I architected and executed comprehensive SEO strategies, significantly elevating search engine rankings and driving substantial organic growth. I optimized content and refined keyword strategies to maximize performance across diverse platforms. I also spearheaded cross-functional collaboration to ensure seamless integration of SEO with broader online advertising initiatives, enhancing overall digital marketing efficacy.

### Brand-On Digital Marketing Agency / SEO Specialist

2019 - 2020 / Pisa, Italy

I drove e-commerce revenue growth through strategic SEO implementation and user experience optimization. Leveraging advanced market analytics, I identified key opportunities to increase targeted traffic and engagement. I led cross-functional collaborations with development teams to enhance site architecture and usability, resulting in significant improvements in conversion rates and overall profitability. My data-driven approach and technical expertise consistently delivered measurable ROI across multiple e-commerce platforms.

## EDUCATION

### Fondazione Italia USA

2021 - 2022 / Rome

MASt in Global Marketing, Comunicazione e Made in Italy

### 24ORE Business School

2021 / Milan

MASt in Big Data e Business Analytics

### IED Istituto Europeo di Design

2020 - 2021 / Florence

MASt in E-Commerce: Design and Management

## LATEST CERTIFICATIONS

### Technical SEO Certification

2024 / Blue Array Academy

### CS50's AI with Python

2024 / Harvard University

## SPOKEN LANGUAGES

### Italian

Native speaker

### English

C1 Advanced

## PARTNERSHIPS

### Publisher

2015 - 2016 / Uni Info News

## SKILLS

### Technical

HTML, CSS and JavaScript, On-Page optimization, Off-Page optimization, Keyword analysis, SEO tools, AI tools, CMS management, JavaScript framework, Data visualization, Mobile SEO, Data analytics tools

### Professional

Proactivity, Attention to detail, Problem-solving, Adaptability, Active listening, Teamwork, Critical thinking, Analytical skills, Curiosity

## CONTACTS

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