Filippo Danesi

SEO & GEO Manager — AI, LLM & Automation

+41 78 336 42 90 | filippo.danesi93@gmail.com | linkedin.com/in/filippodanesi | filippodanesi.com

Summary

SEO and Content Marketing Specialist with 6+ years of experience in strategic optimization for global brands across international and local markets (GEO). Merging traditional SEO with generative AI and LLMs to engineer Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), and content intelligence solutions. Scaling marketing efforts through automation, reducing operational costs by 99%+ while enhancing search intent alignment and e-commerce performance.

Experience

Triumph International
Zurich, Switzerland

SEO Content & AI Automation Lead
May 2025 – Present

- Led SEO strategy for triumph.com and sloggi.com across 15+ international markets, including DACH region management, with focus on AEO/GEO for AI search engines and search intent optimization.
- Spearheaded e-commerce optimizations for Distance Retail, developing governance frameworks and AI-driven workflows (NLP, NLU, LLM pipelines) that reduced content production time by 70% and automated multilingual descriptions for 10,000+ SKUs, incorporating structured data, schema markup, and AI Overviews integration.
- Collaborated with regional teams on AI-driven SEO best practices, entity optimization, and supported Q4 2025 overstock clearance by optimizing product feeds/metadata to drive organic traffic amid company restructuring.

NUR Digital Marketing Agency
Mantua, Italy

SEO Specialist (Innovation Lead)
Sep 2022 – Apr 2025

- Conducted technical and content audits for enterprise e-commerce/retail clients, identifying optimization opportunities and implementing solutions to enhance site performance.
- Developed proprietary AI-SEO workflows using GPT/Claude APIs for automation, GEO, and search intent analysis, achieving 35% average organic traffic growth in the first 6 months.
- 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 using semantic SEO and entity optimization, aligning content with user search behaviors to improve visibility.
- Created performance dashboards for clients using Google Analytics 4 and Looker Studio, providing actionable insights for ongoing optimizations.
- Aligned SEO with PPC campaigns to maximize ROI, coordinating cross-channel efforts for higher conversion rates.

Brand-On Communication Agency
Pisa, Italy

SEO Specialist
May 2019 – Sep 2020

- Optimized site architecture and navigation for clients, implementing JavaScript SEO and schema markup to enhance crawlability and user experience.
- Executed link-building campaigns to secure high-quality backlinks, strengthening domain authority.
- Maintained high client retention through data-driven optimizations, focusing on long-term SEO success.

Projects

AI Copy Assistant | *NLU analysis and AI-powered content optimization tool*

- Combines IBM Watson NLU with GPT/Claude for semantic analysis and text optimization.
- Intelligent multilingual localization with brand tone of voice support.
- Tech Stack: React, TypeScript, Tailwind CSS, OpenAI/Anthropic APIs.

Verbalist 2.0 | *AI-powered SEO content automation platform*

- Data-driven SERP analysis with advanced web scraping (StealthScriber).
- Multi-model LLM support (Claude, GPT, Gemini) with containerized architecture.

- 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.

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

HARD SKILLS

Generative AI | 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 | Python for SEO | 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   Rome / Italy
Executive Master in Global Marketing, Communication & Made in Italy   *June 2021 – December 2022*

24ORE Business School   Milan, Italy
Executive Master in Data Analytics and Marketing Intelligence   *March 2021 – July 2021*

IED European Institute of Design   Pisa, Italy
Executive Master, E-commerce: Design and Management   *March 2020 – December 2021*

Istituto Modartech   Pontedera, Italy
Higher Technical Certificate in Web Development & Programming   *Oct 2018 – July 2019*

University of Pisa   Pisa, Italy
Bachelor's Degree in Clinical Psychology   *Sep 2013 – June 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)