

Lorenzo Caputo

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SUMMARY

Digital Marketing Specialist with experience in managing and optimizing campaigns on Google Ads and Meta Ads. Strong analytical skills and goal-oriented mindset. Passionate about digital marketing, always focused on innovation and continuous performance improvement.

SKILLS

Google Ads • Meta Ads • Google Analytics • KPI Management • A/B Testing
Excel • Microsoft Office • English (C1)

EXPERIENCE

Marketing Internship, Banca Popolare Pugliese – Matino, LE June 2024 – Dec 2024

- Supported the Marketing function in campaigns for financial products and the launch of a new branch.
- Collaborated with marketing agencies to develop strategies, created briefs for products/services, and conducted competitor analysis.
- Managed the operational oversight of campaigns, evaluated marketing agency proposals, and developed communication plans for the bank.
- Contributed to successful marketing campaigns that increased the visibility of products and services.

PROJECTS

Shopify E-Commerce

- Built and managed e-commerce sites using Shopify, learning to navigate and optimize the platform's interface.
- Conducted market research and implemented best practices for product listing and site functionality.
- Created and launched advertising campaigns using Facebook Ads and Google Ads, including content development, A/B testing, and KPI analysis.
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stegoradio: Radio online per artisti emergenti

- Developed an online radio platform for emerging artists, allowing them to broadcast their music, participate in interviews, and promote themselves.
- Created original content, including videos, interviews, and social media posts on Instagram, growing an organic following of 250 users.
- Engaged 10 artists on the platform, expanding visibility through interviews and content collaborations.
- Designed and launched a website and YouTube channel to enhance the platform's reach.
- Built an MVP for **steghold**, an NFT marketplace for emerging artists, released as a smartphone app.

CERTIFICATIONS

Google Ads Search Certification	2025
Google Analytics Certification	2025

EDUCATION

Università di Parma – Master Degree in Trade e Consumer Marketing	2023
Università di Parma – Bachelor Degree in Economia e Management	2020