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FRANCESCO COLOMBO

Digital Media Specialist
www.francescocolombo.me
Italian and English proficiency

EMPLOYMENT

Internet Marketing Consultant	Freelance	2013 – Present
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- WordPress website design for small and local businesses.
- On page and off page SEO.
- Local SEO and online presence enhancement.
- Social Media set up, management and training.
- Online advertising (AdWords, Facebook Ads) and training.

Country Manager	Careerjet (London, UK)	2010 – 2012
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- Reporting to: Executive Director.
- Product and business development for the Italian, UK, Irish markets.
- Sales, PPC campaigns optimisation, and client care. Strategic partnerships and affiliations.
- SEO. Social Media management.

Project Manager	KohDao (London, UK)	2010
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- Reporting to: CEO.
- Implementation, promotion and monetization of optimized niche comparison websites.
- Strategic partnerships and affiliations (finance, insurance, dating, internet services).
- Content writing and SEO. AdWords campaigns.

Online Marketing Assistant	TrialPay (London, UK)	2009
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- Reporting to: Managing Director Europe and Strategic Partnership Manager.
- Research of prospective partners (Italian market). Building database of leads.
- Proofreading and translations (English to Italian).

Customer Service Supervisor	Helponline (London, UK)	2008 – 2009
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- Reporting to: Helpdesk Manager.
- Managing a team of 3-5 operators per shift for a group of online casinos.
- Monitoring of the online back-end systems (transactions, servers, clients). Preventive fraud checks.
- Dealing with VIP customers' queries via email, live chat and telephone in Italian and English.

Journalist	Giornale di Carate (Italy)	2004 – 2008
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- Reporting to: Editor-in-chief.
- Seeking crime, politics, law, entertainment, lifestyle stories.
- Designing pages (Tera Digital Publishing GN3, part of the Miles 33 group of companies).
- Writing articles, interviews, features; copy editing and titling.
- Managing and retaining contacts with sources.

EDUCATION

Melbourne, Australia	Open Universities Australia	2013
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- Open2Study Certificates: Writing for the Web; User Experience for the Web.

London, UK	London School of Journalism	2008
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- News and Features Certificate.

Milan, Italy	Università degli Studi di Milano	2004 – 2007
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- BA: Scienze umanistiche per la Comunicazione.

PERSONAL PROJECTS

- **Deep Purple Italia** (2005 – present). Official Italian Deep Purple fan club and community. Planning and strategy; news and content; SEO; partnerships and affiliations; media relations.
- **Australia in Campervan** (2012 – present). Travel blog. Planning and strategy; web development; content; SEO; partnerships and affiliations; media relations.