



LARA CONCETTONI

DIGITAL MARKETING AND
INTERNATIONAL SEO

LinkedIn

Portfolio

Contact:

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Language Skills

- Italian: Native speaker
- English: C1
- Russian: C1

Tools

- Microsoft office tools
- CMS: Wordpress, Sanity
- Ahrefs, Semrush, Surferseo, GSC, Screaming frog, ChatGPT and AI tools
- Social media platforms
- Canva
- CAT tools

Volunteer Work

- Volunteering trip CARITAS ITALIA (India)
- Scout, Group Agesci

Education

Master Degree in Web Marketing and Languages (2023)

University of Padua (Italy)

University of Agder (Kristiansand, Norway)

- *Marketing courses*

(web marketing and digital commerce, SEO copywriting, international marketing, organization for event, social media marketing, CRM, tourism management)

- *Specialized translation courses*

Grade: 110/110 cum laude

Bachelor Degree in Linguistic Mediation (2021)

Institution: University of Perugia (Italy)

- *Languages for business, economics and international trade*
- *Specialized translation courses*

Work Experience

International SEO intern

11/2023 - ongoing

eVisions Advertising, Prague

- Linkbuilding, SEO on-page and off-page, content production, market analysis, site audit, keyword analysis, competitor analysis, localization

SEO content creator (remote)

06/2023 - 10/2023

Keystone Education Group

- Creation of SEO-optimized content (university guides and funding) and graphics
- Keyword research and traffic analysis - IT/EN

Copywriter assistant (curricular internship)

09/2022 - 01/2023

Fattoretto SEO Agency

- Assistance to the copywriting team
- Translation of blog articles and SEO journals

Export manager assistant (curricular internship)

05/2019 - 07/2019

Area 63 SRL - Textile company

Operations in the commercial back office

Control of orders and translation of contracts and company emails

Receptionist

07/2016 - 08/2016 (Austria)

Alexander's Restaurant