

MARIO GUALTIERI

DIGITAL MARKETING SPECIALIST

DETAILS

PHONE

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EMAIL

mariogualtieri@outlook.com

SKILLS

SEO

Proficient at SEO tools (Ahrefs, SimilarWeb etc.)

Keyword research and optimization

Email Marketing

Digital Marketing

SUMMARY

Experienced Junior Marketing Project Manager with a proven track record in digital marketing, Google Analytics, SEO, and email marketing. Skilled in keyword research and analysis, Ahrefs, SimilarWeb, and link building. Adept at managing marketing projects and delivering results. Proven ability to adapt to diverse work environments and deliver high-quality outcomes. Passionate about leveraging digital tools to drive brand success and expand online presence.

EXPERIENCE

Junior Marketing Project Manager, UF Agency

Aug 2022-Jan 2024

As a Junior Marketing Project Manager at Ultimate Fintech, I played a key role in developing and implementing marketing strategies to enhance brand awareness and customer engagement. I collaborated with cross-functional teams to analyze market trends and customer behavior, identifying opportunities to optimize marketing campaigns and initiatives. Additionally, I conducted in-depth keyword research and analysis to improve website SEO and enhance organic search visibility.

- Conducted A/B testing for email marketing campaigns, using insights to refine and enhance content and design for improved customer engagement and conversion rates.
- Utilized Ahrefs and SimilarWeb to conduct competitor analysis, identifying areas for improvement and developing strategies to enhance digital presence and market positioning.
- Implemented link building strategies to improve website authority and search engine rankings, driving organic traffic and enhancing online visibility.

ESL Teacher, 51Talk

Oct 2017-Jun 2022

I have worked at 51talk as an ESL Teacher, where I have gained a wide grasp of experience in teaching English as a second language to students of different age groups and levels of knowledge.

EDUCATION

College of Tourism, , Tourism and Economy

2012 -2016

Belgrade, Serbia