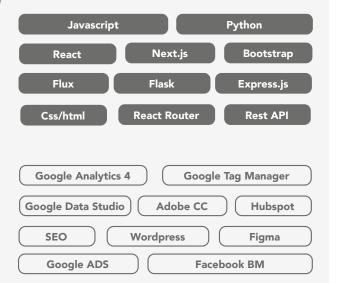
# LORENZO GAROFALO

WWW.PIQUS.IT

I specialized in **full stack Web Development** and I'm able to create websites and apps based on **JavaScript, Python, and React**. I excel in optimizing organic and paid web performance by leveraging techniques in **UX, SEO, and SEM.** 

WEB DEVELOPER &
MARKETING SPECIALIST

# **SKILLS** and **TOOLS**



## **EDUCATION**

• Full Stack WEV DEVELOPER Bootcamp

4GEEKS ACADEMY - MADRID 2024

• Master in MARKETING and Communication Management

Sole 24 Ore Business school - Milano 2019

• Bachelor in DESIGN

POLITECNICO DI MILANO UNIVERSITY - MILANO 2009

# CERTIFICATIONS

Advanced Google Analytics

GOOGLE ANALYTICS ACADEMY - 2021

Google Tag Manager Foundamental

GOOGLE ANALYTICS ACADEMY - 2021

• IELTS - English certificate

UNIVERSITY OF CAMBRIDGE - 2009

- English: fluent
- Spanish: good
- Italian: native
- garofalo.digital@gmail.com
- +39 393 32 22 446
- linkedin
- piqus.it

## WORKandEXPERIENCE

## **WEB CONSULTANT**

FREELANCE - PORTFOLIO ON WWW.PIQUS.IT

- Web Develope: Website, Web App, E-commerce
- Marketing: Online Adv, SEO, UX

#### **HEAD OF MARKETING**

MEDICILIO.IT (HEALTHCARE START-UP) - MILANO - 04/2021 TILL 03/2023

- Mar-Tech implementation (analytics, CS, Hubspot)
- Go-To-Market strategy for direct acquisition in Italy
- Media plan and budget management
- Influencer program strategy and execution
- PPC and Display advertising
- SEO: content creation and strategy
- Email marketing: customer journey, upselling, and cross-selling
- PR: positioning and coordination with media agency
- Results: Acquired over 6000 direct clients in two years

### **HEAD OF MARKETING - CXO**

SAXO BANK (FINANCIAL SERVICES) - COPENHAGEN - 09/2018 TILL

- Go-To-Market strategy for direct acquisition in Italy
- Market and competitor analysis
- Messaging and positioning and PR management
- Media plan and budget management
- Google Ads and Business Manager expertise
- Implementation of CX for trading platform
- Goals: launch of the firm in Italy and B2C acquisition; Leading new trading platform and go live.

#### DIGITAL MARKETING SPECIALIST

**BANCOBPM** (BANKING) - MILANO - 01/2015 TILL 09/2018

- Paid Media Management
- Co-marketing and strategic partnership management
- Live streaming events and community management
- Social media management for trading products
- Direct email marketing and CRM communications
- Optimization of landing pages

### **UX/WEB DESIGNER**

HAKURA L.T.D. (WEB AGENCY) - LONDON - 03/2014 TILL 12/2014

- Conducted user research to understand needs.
- Developed user personas for targeted design.
- Visualized user journeys to improve experiences.
- Created interactive prototypes for testing purposes.
- Organized information for intuitive navigation.
- Designed End-2-End functional interfaces

Reference's contacts on request