

SKILLS and **TOOLS**

Javascript

Python

React

Next.js

Bootstrap

Flux

Flask

Express.js

Css/html

React Router

Rest API

Google Analytics 4

Google Tag Manager

Google Data Studio

Adobe CC

Hubspot

Mailchimp

Wordpress

Figma

Google ADS

Facebook BM

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 Fundamental**
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](https://www.linkedin.com/in/lorenzogarofalo)
- [piqus.it](http://www.piqus.it)

WORK and **EXPERIENCE**

WEB CONSULTANT

FREELANCE - PORTFOLIO ON WWW.PIQUS.IT

- Web Developer: 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