

# LORENZO GAROFALO

## DIGITAL MARKETING MANAGER

AS A DIGITAL MARKETING MANAGER, I HAVE A KNACK FOR LEADING CREATIVE TEAMS AND DELIVERING EFFECTIVE SOLUTIONS. **SPECIALIZING IN SEM AND SEO**, I COMBINE ANALYTICAL AND CREATIVE SKILLS TO TACKLE MARKETING CHALLENGES. WITH A **PERFORMANT AND DATA-DRIVEN APPROACH**, I EXCEL IN TRANSLATING COMPLEX BRIEFS INTO SUCCESSFUL OUTCOMES. COLLABORATIVE AND TEAM-ORIENTED, I THRIVE IN GROUP SETTINGS, **LEVERAGING TEAMWORK FOR OPTIMAL RESULTS**.

## SKILLS and TOOLS

Search Engine Optimization    Search Engine Marketing

Social ADV    Email Marketing    Pay Per Clic (PPC)

Web Analytics    Display ADV    Media Buying

Digital Creative Direction    Content Creation

Customer Journey    A-B testing    Key Words analysis

Google ADS    Business Manager    Hubspot

Google Analytics 4    Google Tag Manager    Figma

Google Data Studio    Adobe CC Suite    Hootsuite

Mailchimp    Wordpress    Chat GPT

HTML    CSS    JAVASCRIPT

## EDUCATION and CERTIFICATIONS

### • Master in Marketing and Communication Management

SOLE 24 ORE BUSINESS SCHOOL - MILANO 2019

### • Bachelor in Design

POLITECNICO DI MILANO - MILANO 2009

### • Search Engine Optimization Specialization

UNIVERSITY CALIFORNIA DAVIS - 2023 (IN PROGRESS)

### • 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

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## WORK and EXPERIENCE

### 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 5000 direct clients in two years**

### MARKETING MANAGER - CXO

SAXO BANK (TRADING ONLINE) - COPENHAGEN - 09/2018 TILL 04/2021

- 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: Successful launch of the firm in Italy**
- **Goals: launch of a new platform targeting Italian customers**

### 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