

Claudio Focchi

Web Marketing Specialist Consultant

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Overview

I am a digital marketing consultant based in Italy with experience in strategist and executive roles in the whole SEM area. I have worked for agencies and in-house companies, abroad and in Italy. Very passionate to the web marketing scene. I got used to work in a team but also by myself with enthusiastic and proactive disposition.

Work experiences

Web Marketing Specialist Consultant: Easy Market S.p.A. - lol.travel; april 2016 - Present

- PPC Adwords & Bing accounts management and strategist
- Meta Hotel management and strategist
- Data Analysis
- Facebook advertising
- Remarketing management
- SEO strategies
- Third Party Implementation support

Web Marketing Specialist Consultant: Easy Market S.p.A. - TULit; january 2015 - April 2016

- User experience consultant
- Data Analysis
- PPC Adwords & Bing accounts management
- SEO strategies and activities
- Management of external collaborations

Digital consultant: Assoform Rimini october 2014 - december 2014

- Occasional Web Marketing lessons teacher.

Courses goals: teaching to the small business CEOs how to use the most popular online tools for promotion like Google Adwords and Facebook Ads.

**SEO and Digital Strategist Freelance: Various - smapaudio.com, farmaciavallesi.com
ltwid.com, armisoftairsanmarino.com; march 2013 - Present**

- Newsletter management
- SEO
- PPC Adwords Campaigns
- Content management consultant
- Affiliate marketing
- E-commerce management
- Graphic design

SEO Executive: Win Technologies (London) - betway.it; december 2012 - march 2013

- SEO for the Italian Market
- Link building activities for Gambling Online
- Onsite optimization, monitoring traffic and reporting
- Implementation and management of SEO strategy for the italian market

**Online Marketing Executive - SEO/Social Media: EF Education (London) - englishtown.it;
may 2012 - november 2012**

- SEO for the Italian market
- Brand Management and Social Media Specialist
- Keyword mapping
- Onsite optimization
- Monitoring traffic and reporting
- PR, articles, emails support
- Brand Management and Social Media Specialist.

**Business Development Internship: Agenzia Internet Marketing Srl -
agenziainternetmarketing.it; october 2010 - september 2011**

- Pay per click campaigns Management
- Landing page builder
- SEO strategies executive for clients
- Graphic design and flash animations.

Education

Graphic Design certificate (october 2009 - march 2010):

Enaip Foundation Multimedia Graphic, enaiprimini.org

**Advanced Degree, Cpo - Advertising and communication for companies (october 2009 -
may 2012):**

Urbino 'Carlo Bo' University, uniurb.it

Bachelor's degree, Communication and Media Studies (october 2005 - july 2009):
Bologna 'Alma Mater Studiorum' University, unibo.it.

Other interests

Musician (bass player and drummer) since a was fourteen.

Live music and cinema lover, backpacker traveller.