



MATTIA PALMITESTA

DIGITAL MARKETING MANAGER

WORK EXPERIENCE

Digital Marketing Manager (2013 > Present)

LAST YEAR (2019) PORTFOLIO

Directed and led the development and implementation of various types' of creative marketing strategies and campaigns.

Principally FB Ads, Google Ads, LinkedIn campaigns for the following (including website building):

My Digital Marketing Landing: <https://www.spreadbusiness.it/>

- Fast Food Franchise: <http://kissesfromitaly.com/>
- Cake Designer: <http://gozzycakedesigner.it/>
- Car Repairs: <https://gallopietro.it/>
- Industries: <https://www.climatekindustries.it/>
- Barber Saloon: <https://barberluxury.it/>

Marketing Campaigns Results:

- Launched a successful FB/Google Ads campaign for <https://www.stefanellihomme.it/> achieving a medium ROI of 9
- Oversaw testing and online launch of <https://www.annadabramo.it/>
Prior to working with mattiapalmitesta.com the (annadabramo) shop earnings was 100K, after working with mattiapalmitesta.com their earnings increased the next year to 200K.

EDUCATION

Scientific ITIS Maria Pia, Taranto Italy

Cambridge A2 – B1

Google Digital Marketer Certificate

Phone + (39) 340 598 1648 | Email - marketing@mattiapalmitesta.com

Taranto, Italy

SKILLS & TECHONOLGY

Creativity & Design Coordinator

Content & Social Media Marketing

(PPC) Pay Per Click Marketing

Advertising Campaigns

SEO & SEM

Keyword Optimization

Social Media Manager

Coding (HTML, CSS, PHP, MySql)

eMail Marketing Softwares

CMS (Wordpress, Joomla, etc.)

Google Docs (Word, Excel, Drive)

Data & Analytics Specialist

E-Commerce Manager

Website Building

ABOUT ME

Solution-oriented and proactive digital marketing player, centered in Search Engine Optimization with additional experience in Social Media Marketing. Adept at creating cutting edge media, advertising solutions and digital marketing strategies that have increased client earnings by 100%, by fully understand new products and markets. Seeking to transfer my proven track record of profitable marketing tactics to a talented, growing organization.