

PERSONAL INFORMATION

Elisabetta Macaione



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3400978552

elisabettamacaione@gmail.com

SeX Female Date of birth 29/03/1983 Nationality Italian

JOB APPLYING FOR/
POSITION APPLYING FOR

Web Marketing Manager

WORK EXPERIENCE

Digital Marketing Manager

15-04-17-now

Evolution Travel Ltd. via San Marco, 19. La Valletta

- Chatbot development;
- Keyword Advertising on Adwords;
- Retargeting campaign;
- Email marketing automation;
- Facebook advertising;
- Instagram Advertising;
- Graphic design social content;
- Social Lead Generation;
- A/B Testing;
- SEO;
- Digital Planning.
- Social Content Strategy.
- Social Content Creation e Curation.
- Social Media Advertising
- Social Media Analytics.
- Copywriting

Digital Marketing Consultant

10-06-15-now

Evolution Travel Ltd. via San Marco, 19. La Valletta

My main activities are:

- Web Analytics
- A/B testing
- Benchmarking analysis;
- Keyword Advertising on Google Ads
- Display Advertising
- Facebook ads
- Lead generation.

Digital Marketing Manager

10/06/2015-01/02/2016

Ferrafilm Snc di Ferraiuolo F. e D'Agnesse U. strada Bastone 70, Rivoli (TO)

My job description comprehend the activities that follow:

- Social media content creation;
- social media content curation and editing;
- Facebook Ads;
- social media marketing;
- digital planning;
- benchmarking analysis;
- KPI analysis;
- social media listening;
- social media analytics;
- SEO;
- SEM;
- Email marketing;
- DEM;
- social media automation;
- Facebook shops creation;
- ecommerce management

Area Manager

15/03/2014-09/06/2015

Domotecnica Sud Srl, via Calefati, Bari (BA)

- Supporting affiliated companies in the South of Italy as regard to Marketing planning.
- Company profiling, through a synthetic check up useful to analyze both the global structure of the company, based on quantitative indicators such as sales, turnover, marginal profit etc, and the different areas and departments of the company, such as technical department, sales, finance and so on.
- Ranking companies' areas and departments through a brief SWOT analysis meant to pinpoint the outcome desirable, either quantitative or qualitative, and therefore to indicate future profitable guidelines and marketing actions.
- Key accounting between the companies and their prospect Partner Suppliers.
- Redemption rate analysis.

Franchising Service Company in the renewable energy field

Account

01/11/2011-15/07/2013

Domotecnica Sud Srl, via Calefati, Bari (BA)

- Scouting and selecting appealing prospect company profiles, in relation to indicators such as turnover, internal structure, market, online activities and so on.
- Ranking profiles on a growing potential scale.
- Attending and following up to various marketing and promotional events
- Event marketing organization.
- Direct marketing accounting.

Franchising Service Company in the renewable energy field.

Editor

15/03/11-01/11/11

Antenna Sud Edizione SPA, via Scipione L'Africano, Bari (BA)

- Editing fashion shoes columns meant for an instore radio;
- Editing wellness columns meant for a series of instore radios.

Copywriter

15/02/11-15/05/11

L'Arancia, via Roberto da Bari, Bari (BA)

- Product naming;
- Website content creator;
- Copywriting for advertising companies on different medias;
- Junior Accounting.

Advertising and media agency

Contemporary Italian Literature Assistant

15/05/09-10/01/11

Università degli Studi di Bari Aldo Moro, piazza Umberto, Bari (BA)

- Creating essays meant for both national and international conferences.;
- Editing thesis papers on contemporary Italian literature.
- Back office;

Post-graduate university work experience.

CERTIFICATIONS

Certification IELTS by the British Council

23/07/2015

English Level certificated: 8/9, that is C1

To be specific:

- Reading : 9-C2
- Listening: 8,5-C2
- Writing: 7-C1
- Speaking: 7-C1

Master in Digital Communication and Marketing

05/05/2015-10/10/15

Business School Sole 24 Ore, via Monte Rosa, Milano

1. SEO Analysis on websites
2. Optimization of mobile apps;
3. SEA: Adwords and strategies of bidding;
4. Social Content Strategy;
5. Social Media Advertising;
6. Social Gamification
7. Web Analytics;
8. Social Media Analytics
9. Mobile Advertising;
10. Digital Planning;
11. Performance Advertising.

Master in Graphic Design

02/05/2015-01/12/15

Sinervis Consulting SRL, c.so Francia 144, Torino

- Photoshop;
- Illustrator;

Master in Web Design

02-05-2015-01/12/15

Sinervis Consulting SRL, c.so Francia 144, Torino

- Creating websites using Dreamweaver;
- CSS 5;
- HTM;
- Creating Responsive webistes.

Master's Degree in Multimedia and Communication (Magna cum Laude)

01/10/2006-09/07/2009

Università degli studi di Bari Aldo Moro, piazza Umberto, Bari (BA)

- Marketing, sociology, communication psychology, cinema, history of the television, computer science, foreign languages, communication ethics, italian literature.

Master in Screenwriting and Production

30/10/2004-30/10/2005

Università Cattolica del Sacro Cuore, Largo gemelli, Milano

- Marketing, televion production management, screenplay theories, narrative theories

Bachelor's Degree in Communication Science (Magna cum Laude)

01/10/2001-26/10/2004

- Sociology, history, marketing, Italian literature, foreign literature, English, Spanish, computer science

PERSONAL SKILLS

Mother tongue Italian

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C1
Spanish	B2	B2	B1	B1	B1

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills

- Great communication skills in the B2B market, gained through my experience as Area Manager and Marketing Account.
- Great communication skills in the B2C market, gained through my experience as Green Point Manager

Organisational / managerial skills

- Teamworking (I have been working for many years in teams with both individual and group objectives)
- Time and activity managing (I've always worked, and I still do, with weekly and monthly deadlines).
- Good ability at data analysing and redemption rating, gained through my experience as Area Manager, in which I had to file weekly and monthly reports regarding my activities and my results.
- Good budgeting and cost analysing skills, gained through my experience of budgeting and marketing planning both as Area Manager and as a Marketing Account.
- Result oriented.

Computer Skills

- good command of Microsoft Office™ tools

Driving Licence B

I authorise the use of my personal data in compliance with Legislative Decree 196/03.

In faith
Elisabetta Macaione