



# GIUSEPPE PIO GIULIANI

## ABOUT

Fast learner, passionate about digital marketing with a customer focused mindset. My approach is therefore very pragmatic and results oriented, with a clear goal of contributing to brand success improvement and business results delivery.

## WORK EXPERIENCE

SEMBOX SRL, Milan (Italy)

### Team Lead Performance Marketing

Jan 2021 - Present

- Managing a portfolio of customers taking responsibility for growing revenue.
- Building and sustaining strong and long-lasting relationships with key clients.
- Coordinating marketing, SEO and IT team to develop and implement digital marketing and advertising strategies that align with the client's requirements and maximize their ROI.
- Developing test and learn initiatives across paid and organic tactics.
- Utilizing data-driven insights to make informed marketing decisions, track and report on key performance metrics, and gauge marketing effectiveness

### Performance Marketing Specialist

Jan 2020 - Present

- Driving campaigns from planning to execution and beyond to meet key performance metrics on platforms such as Google Ads, Facebook, DSPs, LinkedIn.
- Collaborating with marketing teams to guide A/B creative tests, incrementality tests, and spend scaling tests on campaigns online and offline to identify optimum strategies.
- Optimizing marketing budgets to maximize Cost per Acquisition (CPA) and ROAS and efficiently scale new customers.

ACCENTURE INTERACTIVE, Milan (Italy)

### Marketing Data Analyst

May 2019 - Dec 2019

- Managed the procedure, implementation, tracking and measurement of marketing campaigns.
- Tested, measured, analysed, and optimised the performance of campaigns across conversion funnels to boost customer engagement and conversions.

VIRALIZE, Milan (Italy)

### Programmatic Campaign Manager

Jan 2019 - Apr 2019

- Created and managed campaigns using various SSPs platforms and DSPs.
- Analysed and optimised campaigns in order to reach the best performance.

SUMATO CAMPUS, Limerick (Ireland)

### Social Media Manager

May 2016 - Sep 2017

- Designed and implemented social media strategy to align with business goals.
- Monitored SEO and web traffic metrics.

## EDUCATION

MASTER OF ARTS, MEDIA MANAGEMENT

Università Cattolica di Milano Final mark: 110/110 cum laude

2016 - 2019

EXCHANGE PROGRAM

Tilburg University Grade point average: 9/10

2017 - 2018

BACHELOR OF ARTS, LITERATURE

University of Bari Final mark: 104/110

2012 - 2016

## LANGUAGES

ITALIAN: Native proficiency

ENGLISH: Professional working proficiency

## CONTACT

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## ADDRESS

Via Carlo Imbonati 45,  
20159, Milan (Italy)

## PROFESSIONAL SKILLS

SEM

Social Media Marketing

Google Analytics

Growth Marketing Strategies

Lead Generation

Programmatic

Web content development

Copywriting

Project management

## PERSONAL SKILLS

Creative spirit

Reliable and professional

Organized

Team player

Fast learner

Passionate

## HOBBIES

Reading

Tech

Volunteering

Writing

Travel

Sport

Acting



More info:

[www.giuseppioigiuliani.com](http://www.giuseppioigiuliani.com)