



DEBORAH CAMPIONI

Web Content & SEO Specialist, Web Marketing Manager

CONTACT

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CONNECT

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[facebook.com/deborah.d.campioni](https://www.facebook.com/deborah.d.campioni)

PERSONAL

Birthday: 13th May 1985

Place of birth: Genova, Italy

Nationality: Italian

ABOUT ME

First of all, I would like to thank you for the interest in my profile.

On my personal website www.snowcopy.it and on my LinkedIn Profile you can find all the details about me, my experiences and my skills.

I am very sociable and outgoing and I consider myself as being creative, dynamic and organized in my work. At the same time, I enjoy working in team and collaborate with other people, to learn new skills and help others with my experience.

I am a solutions-oriented person and I find it challenging to have targets to achieve, both in a working environment as well as in my private life. I enjoy improving myself and learning using new software and tools. I learn quickly!

I have advanced knowledge of web marketing, copywriting, social media management, SEO techniques, CMS, and eCommerce. I also have good knowledge of Google Analytics and Google AdWords.

I remain at your disposal for any further question that you may have.

WORKING EXPERIENCES

June 2018 - Present
Copenhagen, DK

WEB MARKETING MANAGER, WEB CONTENT SPECIALIST
Clerk.io

At Clerk.io, we understand the complexities of modern e-commerce and that is the reason why we develop tools to help online retailers and marketers automate time-consuming processes and help webshops sell even more. The Artificial intelligence behind Clerk.io ensures flawless personalization for each and every customer with minimal effort, but don't take our word for it, put us to the test! In Clerk.io I am part of the Marketing Team as Web Content & Marketing Manager for the Italian Market and I love what I do!

I work closely with Sales Team and Customer Success to help webshops increase basket size, order value and retention rates.

- Development of web communication projects and web marketing strategies.
- Management and updating social networks; plan and management of Facebook ADS.
- Creation, review and SEO optimization of quality texts for website, landing pages and blog; plan and maintain storytelling projects.
- Good knowledge of Google Analytics, Google AdWords and Hubspot.

2013 - Present
Copenhagen, DK
Genova, Italy

WEB CONTENT & SEO SPECIALIST, SOCIAL MEDIA MANAGER
Freelance

- Development of web communication projects and web marketing strategies for Clients of different fields (medical, retail, local business).
- Management and updating social networks (Facebook, Instagram, Twitter, G+, LinkedIn, Pinterest, YouTube, Vimeo, TripAdvisor - more than 20 social media profiles).
- Plan and management of Facebook ADS (about 2 ADS/month - more than 30 Adv Campaigns/year).
- Plan newsletters campaigns and management customer's database with MailChimp (more than 700 contacts).
- Creation, review and SEO optimization of quality texts for websites, e-Commerce and social networks.
- Plan and maintain storytelling projects.
- Management and updating of content for websites and e-Commerce on CMS Wordpress, Joomla, Drupal, Prestashop, Magento and OpenCart.
- Advanced knowledge of SEO techniques.
- Good knowledge of Google Analytics and Google AdWords.

SKILLS

Communication & Web Marketing



Copywriting



Web Content Management



Web Design



SEO



Social Media



Wordpress



E-Commerce



Drupal



Joomla



Prestashop



Adobe Photoshop



Adobe InDesign



MS Office



LANGUAGES



Italian English Spanish Danish

Currently taking Danish classes

HOBBIES & INTERESTS

- Graphic design
- Hi-tech
- Music
- TV Series
- Videogames
- Travel
- Volleyball & Snowboard
- Food

2012 - 2017
Genova, Italy

ACCOUNT EXECUTIVE, WEB MARKETING MANAGER
Gommapane - Communication & ADV Agency

- Development of customized web communication projects and web marketing strategies for Clients of different fields (medical, retail, local business, food, fashion).
- Manage Customer Portfolio.
- Social network management and updating (Facebook, Instagram, Twitter, G+, LinkedIn, Pinterest, TripAdvisor).
- Management and updating of websites and eCommerce on CMS Wordpress, Joomla, Drupal and Opencart.
- Creation and management of HTML newsletters campaigns.
- Back and front office activities.
- Event organization.

2010 - 2012
Genova, Italy

CUSTOMER RELATIONS
Coop Liguria - Customers' Association

2009 - 2010
Genova, Italy

ACCOUNT EXECUTIVE, SECRETARY
Studio Viale von der Goltz - Event Management Agency & Press Office

2006 - 2008
Genova, Italy

CUSTOMER ASSISTANT
IKEA Italia Retail Srl - Chain Distribution Store

EDUCATION

June 2013 -
October 2013
Genova, Italy

MARKETING AND WEB COMMUNICATION COURSE
F.I.R.E. S.c.r.l. - European training institution

Training course in web communication and web marketing. Opportunities of digital communication, how to improve the presence on search engines, how to promote a company effectively on social networks, techniques to design a website, write the contents, place it on search engines, making the company's visibility stronger. Development of the fundamental knowledge to effectively manage the external communication of the company, through Social Networks and company blogs, so that the user experience becomes more and more interactive.

Marks 100 out of 100.

2009 - 2013
Genova, Italy

MASTER DEGREE IN INFORMATION AND PUBLISHING
University of Genova
Faculty of Political Science and Faculty of Arts and Philosophy

LM-19 Class

Curriculum International and Multimedial Journalism: multimedia and integrated communication, theories and techniques of journalistic language as well as historical, legal, economic, sociopolitical and internationalist disciplines.

Marks: 110 cum laude

2004 - 2008
Genova, Italy

BACHELOR'S DEGREE IN INTERNATIONAL SCIENCES
University of Genova - Faculty of Political Science

15 Class Political Science and International Relations

Curriculum Organizations and International Relations: methodological, cultural and professional knowledge of an interdisciplinary nature (in particular legal, economic, political and sociological) with a specific focus on International and European issues.

Marks: 103 out of 110

1999 - 2004
Genova, Italy

LINGUISTIC HIGH SCHOOL DIPLOMA
I.M.S "Piero Gobetti"

Marks: 100 out of 100