



# PAOLO MARGARI

Full-Stack Digital Marketing Specialist, from Strategy to Success.

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Brussels, BE

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## RESUME

Hi, I'm PAOLO MARGARI.

Motivated, curious and perceptive, I have an entrepreneurial mindset (ENTP personality), helping companies and professionals to grow their businesses and optimize customer experience through digital channels.

After completing a PhD in Economic Geography, I worked exclusively with digital marketing, embracing a passion I have always had.

In more than 10 years I worked in different sectors and with different types of clients (corporate, startups, professionals), covering SEO, SEA, Social, Lead Generation, UX, Web Analytics, Web Development.

I can communicate clearly with all stakeholders, ranging from understanding needs to determining strategies and guidelines for their execution and presenting results in a transparent and engaging way.

## EXPERIENCE

### Digital Strategist

#### Cross-Border Commerce Europe - Market Research & Events

06-2022 – 10-2022 Brussels, Belgium

- Lead generation for C-level executives from top EU retailers: strategy and execution including LinkedIn Sales Navigator & Hubspot CRM (implementation and channels integration).
- Website redesign: UX, SEO, content optimization, eCommerce.
- Social media strategy and execution: ads, new channels, podcast.

### Social Media Strategist and Digital Marketing Consultant

#### Stanley/Stella via Upthrust - B2B Sustainable Clothing

02-2022 – 06-2022 Brussels, Belgium

- Define and execute a social media strategy to raise awareness, generate new leads (dealers), involve existing dealers and influencers to inspire about garment printing, and boost sales.
- Digital analytics: define measurement plan and KPIs by channel, manage the transition from GA3 to a new platform, integrate metrics from different channels into consolidated dashboards.

### Freelance Digital Marketer

#### Oltre.Digital - Media & Communications for different sectors

03-2017 – 02-2022 Brussels, Belgium

- Digital marketing consultancy and services for private clients, such as web development (mostly Wordpress), SEO, online advertising.
- Development of own projects for affiliate marketing, web publishing and dropshipping (via Woocommerce) such as solvy.store

### Customer Journey Expert

#### ING Belgium - Bank

01-2021 – 05-2021 Brussels, Belgium

- Digital Marketer for Accounts, Cards, Payments and Acquisition / Digital Sales & Customer Interactions.
- Contribution to campaign planning, competitor analysis, SEO, UX testing for new customer journeys on websites and mobile apps.

### Growth Strategist

#### Bundl - Corporate Venture Building

11-2019 – 05-2020 Antwerp, Belgium

- Market validation project in the banking sector, focusing on web design, online advertising, web analytics, performance dashboard and result analysis to provide recommendations to clients.
- Advice to other corporate venture building projects in the banking sector (Hello Bank / BNP).

### Social Media Manager

#### SWIFT via Harvey Nash - Financial Services

08-2018 – 12-2019 La Hulpe, Belgium

- Member of the Global Communications team, in charge of social media strategy, publishing, listening, advertising, analysis and reporting, covering 22 channels.
- Account management and security, market intelligence, brand and reputation monitoring via social channels, employee ambassador program and influencer marketing initiatives.
- Support and consultancy on SEO, UX and web analytics, as well as influencer marketing and social covering of live events including Sibos.

### Digital Strategist

#### Caputo & Partners AG - Swiss Banking Lawyers

03-2015 – 09-2018 Zurich, Switzerland (remote)

- Lead generation in the field of banking, finance, tax optimisation and consultancy.
- Substantial increase in organic traffic via SEO.
- Web development, UX, content marketing, Google Ads, videos and podcast.

## Digital Marketing Consultant

**ManpowerGroup Belux via Ariad - HR**

06-2017 – 10-2017 Brussels, Belgium

- Increase job applications via Facebook ads.
- Market automation to reduce internal workflow.
- Google Data Studio performance dashboards based on Google Analytics and other sources.
- Social media management and SEO advice.

## Senior Digital Marketer

**MyMicroInvest (now Spreds) - Crowdfunding**

08-2016 – 05-2017 Brussels, Belgium

- Digital project management, coordinating a small team, advising and executing the strategy in line with the CMO.
- Investor acquisition via digital channels.
- Development of micro-sites including a venture capital fund.
- Social media community management and social ads.

## Senior Digital Manager, Europe

**British Council - Culture and Education**

02-2013 – 08-2016 Brussels, Belgium

- Strategy, execution, optimisation and report of digital marketing campaigns to promote English language qualifications across 19 EU countries (IELTS, Cambridge and others).
- Training and coordination of digital marketing colleagues at country level, also to promote language courses and events.
- Definition and implementation of KPIs, measurement plan, tag management system and web analytics standardization across all websites worldwide and support with CMS migration (Drupal).

## Marketing and Communications Manager, Italy

**British Council - Culture and Education**

02-2010 – 02-2013 Rome / Milan, Italy

- B2B business development to start partnerships targeting universities and prestigious high-education institutions in Italy.
- Digital Marketing initiatives to promote English language tests to students: substantial increase of tests sold via digital channels.
- Promotion of education initiatives through social media and SEO.

## I'M PROUD OF

### Being able to say no

In the early years of my career, extreme enthusiasm or the desire not to disappoint anyone led me to say yes to every request. Over the years, I have gained the ability to be assertive and prioritise activities to avoid stressful situations, thus ensuring a high degree of quality and dedication that help build and consolidate trust, essential in any human and professional relationship.

### Feeling at home everywhere I go

I'm an only child and I like to spend time alone, but I feel I'm more of a people person, always curious to discuss different topics (I like to argue), and to discover different points of view. I have been living abroad for about ten years (in Brussels since 2014) and don't feel rooted in any particular place. I like to travel to discover new places

and ways of being, convinced that being open minded and adapting to new situations is the best way to enrich oneself.

## LANGUAGES

### Italian

Native speaker

### English

Fluent speaker

### French

Intermediate speaker

## SKILLS

### Digital Strategy

### Search Engine Optimization (SEO)

### Google Ads (SEA)

### Social Media Marketing

### Public Speaking & Training

### Growth Hacking

### User-Centric UX & Information Architecture

### Web Analytics

### Critical Thinking

## EDUCATION

### PhD in Economic Geography

**University of Bari**

2006 – 2009 Bari, Italy

### Master's degree in Urban and Regional Planning

**University of Sheffield**

2006 – 2007 Sheffield, UK

### Bachelor's in Economics and Management

**University of Salento**

1998 – 2003 Lecce, Italy

## TRAINING

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- UX Certificate - Nielsen Norman Group nn/G (no. 1013879)

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- Google Ads Advanced Search

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- Google Analytics

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- Facebook Blueprint

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- SEMRush SEO

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- Growth Hacking World Forum Disrupt (USA)

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- Various business, management, communication, critical thinking, negotiation and digital marketing training on Udemy, Coursera and LinkedIn Learning.

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## HOBBIES

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Electronic Music Production (one album on Spotify)

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Digital Photography (work for advertising and events)

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Writing (two books on Amazon)

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Cycling & Hiking

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## VALUE FOR A TEAM

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### Reliability

One can be the best player in a team, but a lack of reliability nullifies the achievement of goals in a trusted and timely manner. Reliability implies being aware of own capabilities and honesty. It facilitates meeting deadlines, being a great team member and respecting company policy by keeping the promises. A team composed by reliable members will always gain trust and respect by others.

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### Efficiency

Many teams fail to achieve their goals because they waste resources on internal inefficiencies. Not only a silo mentality but also more recent working approaches have shown that they could become a liability if not critically evaluated. Obsessive attention to detail, organization complexity, abuse of internal aconyms and jargon and other negative factors can cause people to lose sight of the main objectives, leading to delays and frustration. In my work, I often like to adopt the famous Pareto law aka 80/20, which allows us to produce while freeing up time, the most precious resource we have, for more profitable activities. Sharing knowledge in formal and informal ways, as well as challenging structures and processes, embracing a disruptive mentality, might help to optimize the workflow. Besides, also optimising the time spent in meetings (often longer than what's needed) can increase individual and team productivity.

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### Shared Purpose

A sense of belonging is fundamental to a well-functioning team. Often teams are built by accident by aggregating available resources but forgetting their integration. Teams are made up of people before they are made up of skills, so it is essential to understand everyone's needs and the fact that beyond different skillsets, there are also different personalities involved in a project and different situations. Therefore, to achieve team wellbeing, essential to achieve better results, is necessary to understand other people's needs by trying to see the situation from their perspective, as done with customers/users when optimising

their experiences. A shared purpose cannot be imposed without making sure that everyone is fully aware of it, and enthusiast about it. Making sure that every member feels fully understood, respected and involved in the team brings the motivation and positive mindset essential to achieve great results.

## LINKS

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- [paolomargari.eu](http://paolomargari.eu)
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