



# PAOLO MARGARI

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

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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 optimise the 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.

For over 10 years, I worked in different sectors and with clients (corporate, startups, professionals), covering SEO, SEA, Social, Lead Generation, UX, Web Analytics, and Web Development.

I can communicate clearly with all stakeholders, from understanding needs to determining strategies and guidelines for their execution and presenting results transparently and engagingly.

## EXPERIENCE

### Social Media Manager

**Euroclear - Financial Services / Banking**

06-2023 – ongoing | Brussels, Belgium

- Social media strategy, management, reporting
- Training and overall guidance to employees
- Support to SEO, web analytics, UX

### Digital Strategist

**Pivott - Digital Media Agency**

10-2022 – 04-2023 | Brussels, Belgium

- Social media strategy and reporting
- Training and overall guidance
- Digital strategies for various industries

### Digital Strategist

**Cross-Border Commerce Europe - Media & Events**

06-2022 – 10-2022 | Brussels, Belgium

- Lead generation for event attendees and sponsors targeting C-level executives from top EU retailers: strategy and execution including LinkedIn Sales Navigator & Hubspot CRM (implementation and channels integration).
- Website revamp project management, UX, SEO, content optimisation, eCommerce, and marketing automation.
- Social media strategy and management for lead gen and events promotion: ads, new channels, podcasts.

### Social Media Strategist & Digital Media 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 and integrate metrics from different channels into consolidated dashboards.

### Freelance Digital Marketer

**Oltre.Digital - Media & Comms for Professionals & SMEs**

03-2017 – 02-2022 | Brussels, Belgium

- Digital marketing consultancy and services for private clients, such as web development (mostly WordPress), SEO, and 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, and UX testing for new customer journeys on websites and mobile apps.

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## 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 in analysis to provide recommendations to clients.
- Advice to other corporate venture-building projects in the banking sector (Hello Bank / BNP).

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## 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.

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## Digital Strategist

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

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

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

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## 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 Spreads) - 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.

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## 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 the country level and promoting language courses and events.
- Definition and implementation of KPIs, measurement plan, tag management system and web analytics standardisation across all websites worldwide and support with CMS migration (Drupal).

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## 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.

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## Student Tutor, Teacher and Administrative Assistant

### **Università del Salento - High Education**

📅 01-2008 – 12-2008 📍 Lecce, Italy

- Provide support to postgraduate students with their research activity and dissertation.
- Support to teaching plan.
- Learning Management System via Moodle.
- Seminars about Economic Geography.

## 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, which is 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 lived 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)

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### Google Ads (SEA)

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### Social Media Marketing

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### Public Speaking & Training

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### Growth Hacking

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### User-Centric UX & Information Architecture

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### Web Analytics

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### Critical Thinking

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## 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

- UX Certificate - Nielsen Norman Group nn/G (no. 1013879)
- ~~Google Ads~~ Google Ads Advanced Search
- Google Analytics  
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- Facebook Blueprint
- SEMrush SEO  
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- Growth Hacking World Forum Disrupt (USA)
- Various business &, communication and negotiation training on Udemy, Coursera and LinkedIn Learning.  
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## HOBBIES

### Electronic Music Production (two albums on Spotify)

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### Digital Photography (incl. 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. Still, 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 promises. A team composed by reliable members will always gain the trust and respect of 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, organisation complexity, abuse of internal acronyms 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 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, and embracing a disruptive mentality, might help to optimise the workflow. Besides, optimising the time spent in meetings (often longer than needed) can also 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 that beyond different skill sets, there are also different personalities involved in a project and different situations. Therefore, to achieve team well-being, which is essential to achieve better results, it 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 ensuring that everyone is fully aware and enthusiastic about it. Making sure everyone feels fully understood, respected and involved in the team brings the motivation and mindset essential to achieving great results.

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## LINKS

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- [paolomargari.it](http://paolomargari.it)
- [linkedin.com/in/paolomargari](https://www.linkedin.com/in/paolomargari)
- [instagram.com/paolomargari](https://www.instagram.com/paolomargari)
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