

PAOLO MARGARI

Senior Digital Marketing Consultant | Data-Driven Campaigns, Marketing Automation & Customer Lifecycle

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EU citizen (Italian) | Working languages: English and Italian; French (B2) | Available for regular client travel

PROFILE

Senior digital marketing consultant with 15+ years of experience planning, executing and measuring data-driven campaigns for financial services, B2B technology and international organisations. Combines client-facing advisory with hands-on delivery across paid media (Google, Meta, LinkedIn), SEO, marketing automation and CRM (HubSpot), analytics and data visualisation (GA4, Google Tag Manager, Looker Studio) and agentic AI workflows (Claude, Gemini, n8n).

Financial-services track record includes ING Belgium (cards, payments and customer-acquisition journeys), Euroclear, SWIFT and banking-venture work for Hello Bank / BNP Paribas. Eight-plus years running an independent consultancy: scoping engagements, delivering to agreed milestones and budgets, and presenting results and recommendations to client stakeholders. Led multi-market digital campaigns across 19 EU countries for the British Council. PhD in Economic Geography; Nielsen Norman Group UX certified.

CORE COMPETENCIES

Data-driven campaigns: Integrated campaign planning and execution; customer acquisition, activation and retention journeys; lifecycle marketing; A/B and UX testing; conversion rate optimisation; competitor analysis

Marketing automation & CRM: HubSpot implementation and integration; marketing automation workflows; lead generation; account-based marketing; LinkedIn Sales Navigator

Media & search: Media planning; Google Ads (SEA); Meta Ads; LinkedIn Ads; SEO (technical, on-page, content); Semrush

Measurement & data visualisation: KPI frameworks and measurement plans; GA4 and GA3-to-GA4 migration; Google Tag Manager; Looker Studio dashboards; performance analysis, optimisation and reporting

Client & project management: Engagement scoping; delivery to milestones and budget; stakeholder management in matrix organisations; coordination of agencies and external partners; executive presentations

Creative & content: Creative briefing and content production (web, video, podcast); social media strategy and governance; influencer marketing; generative AI content and reporting workflows

Web & UX: WordPress, Webflow, HubSpot CMS, Drupal, WooCommerce; information architecture; UX testing

PROFESSIONAL EXPERIENCE

Founder & Principal Digital Marketing Consultant — Oltre.Digital

Jun 2025 – Present

Brussels, Belgium | Independent digital marketing consultancy

- Advise B2B and professional-services clients on digital strategy, demand generation and marketing technology, from audit and measurement plan through to implementation and reporting.
- Deliver paid media, SEO, HubSpot CRM and marketing automation, and GA4/GTM analytics engagements on project and retainer bases, managing scope, milestones and budget.
- Design AI-assisted workflows for content strategy, production, optimisation, keyword research, information architecture and performance reporting.

Social Media Manager — Euroclear

May 2023 – Jun 2025

Brussels, Belgium | Global financial market infrastructure

- Owned corporate social media strategy, governance policy and community management across the group's channels, aligning brand, thought-leadership and talent-attraction objectives across business units.
- Planned, executed and optimised LinkedIn advertising campaigns, covering audience targeting, creative, budget and performance reporting.
- Built performance dashboards and presented insights and recommendations to communications and business stakeholders.
- Trained and coached executive spokespeople and employee advocates on social presence and content quality.
- Contributed to SEO, web analytics and UX workstreams across corporate digital properties.
- Introduced generative AI tooling across the content lifecycle: ideation, drafting, revision, keyword research, information architecture and reporting.

Founder & Principal Digital Marketing Consultant — Oltre.Digital

Mar 2015 – Apr 2023

Brussels, Belgium | Digital strategy and martech for corporates, agencies and scale-ups. Selected engagements:

- **Pivott** (digital media agency) — *Digital Strategist*, Oct 2022 – Apr 2023: Led digital strategy across the client portfolio; implemented Google Analytics 4 and Google Tag Manager to client-specific measurement needs; trained and guided the agency team.

- **Cross-Border Commerce Europe** (media & events) — *Digital Strategist, Jun 2022 – Oct 2022*: Ran lead generation targeting C-level executives at leading EU retailers using LinkedIn Sales Navigator and HubSpot CRM; led website revamp, UX, SEO, e-commerce and marketing automation; defined social strategy for attendee and sponsor acquisition.
- **Stanley/Stella via Upthrust** (B2B sustainable apparel) — *Social Media Strategist, Feb 2022 – Jun 2022*: Built social strategy to grow the dealer network, engage influencers and drive sales; defined the measurement plan and channel KPIs; managed the GA3-to-GA4 transition and built consolidated multi-channel dashboards.
- **ING Belgium** (retail banking) — *Customer Journey Expert, Jan 2021 – May 2021*: Delivered digital marketing for current accounts, cards, payments and customer acquisition; campaign planning and competitor analysis; SEO and UX testing of new web and mobile-app customer journeys.
- **Bundl** (corporate venture building) — *Growth Strategist, Nov 2019 – May 2020*: Ran market validation for a banking-sector venture covering web design, paid media, analytics and performance dashboards; advised on further banking venture projects (Hello Bank / BNP Paribas).
- **SWIFT via Harvey Nash** (global financial messaging) — *Social Media Manager, Aug 2018 – Dec 2019*: Member of the Global Communications team owning strategy, publishing, listening, advertising and reporting across 22 channels; brand and reputation monitoring, employee ambassador programme, influencer marketing and live coverage of Sibos.
- **Caputo & Partners AG** (banking law, Zurich; remote) — *Digital Strategist, Mar 2015 – Sep 2018*: Generated leads across banking, finance and tax advisory; grew organic traffic substantially through SEO; managed web development, UX, content marketing, Google Ads, and video and podcast production.
- **ManpowerGroup BeLux via Ariad** (HR services) — *Digital Marketing Consultant, Jun 2017 – Oct 2017*: Increased job applications through Meta advertising; introduced marketing automation to reduce internal workload; built Looker Studio performance dashboards.
- **MyMicroInvest / Spreds** (equity crowdfunding) — *Senior Digital Marketer, Aug 2016 – May 2017*: Drove investor acquisition across digital channels; coordinated a small team and executed strategy alongside the CMO; built microsites, including one for a venture capital fund; managed social community and paid social.
- **Own ventures** (digital products) — *alongside client work*: Affiliate marketing, web publishing and WooCommerce projects; go-to-market, SEO and Google Ads advisory to B2B SaaS products (Tiledesk, JoConnect).

Senior Digital Manager, Europe — British Council

Feb 2013 – Aug 2016

Brussels, Belgium | UK international organisation for cultural relations and education

- Led strategy, execution, optimisation and reporting for multi-channel digital campaigns promoting English-language qualifications (IELTS, Cambridge English and others) across 19 EU countries.
- Defined KPIs, measurement plans, tag management and web analytics standards across the global website estate; supported the Drupal CMS migration.
- Trained and coordinated country-level digital marketing colleagues, working across regional and global stakeholders.

Marketing & Communications Manager, Italy — British Council

Feb 2010 – Feb 2013

Rome and Milan, Italy

- Built B2B partnerships with Italian universities and leading higher-education institutions.
- Grew sales of English-language tests substantially through digital acquisition channels.
- Promoted education initiatives through social media and SEO.

EDUCATION

PhD, Economic Geography — University of Bari, Italy	2006 – 2009
Master's degree, Urban and Regional Planning — University of Sheffield, United Kingdom	2006 – 2007
Bachelor's degree, Economics and Management — University of Salento, Italy	1998 – 2003

CERTIFICATIONS & PROFESSIONAL TRAINING

- UX Certificate, Nielsen Norman Group (no. 1013879): user experience and information architecture
- Google Ads Advanced Search; Google Analytics; Meta Blueprint; Semrush SEO; Brand24 media listening
- Continuing professional development (Coursera, Udemy, LinkedIn Learning): business and data analysis, project management, generative AI, negotiation

LANGUAGES & INTERESTS

Languages: Italian — native | English — fluent (professional working proficiency) | French — intermediate (B2)

Interests: Author of two books | Music production (two albums on Spotify) | Photography | Cycling