

# MARCO PATRICIELLO



## ABOUT ME

Passionate marketer with 5+ years experience with Online Advertising, Marketing, Communication and Social Media Management and 1+ year experience with Customer Service.

## PERSONAL INFO



## SKILLS & TOOLS

- Salesforce
- Microsoft Office
- Adobe Photoshop
- Mailchimp
- Keepa
- Helium10
- Online Advertising platforms
- Wordpress
- Amazon Vendor and Seller Central

## HOBBIES

- Playing the guitar
- Traveling and Backpacking
- Philosophy and Psychology
- Reading and Studying
- Cooking
- Football and Tennis

## LANGUAGES

- Italian: Native
- English: Full Professional Proficiency
- Spanish: Professional Proficiency

## CERTIFICATIONS

- EIPASS 7 modules (European Informatics Passport)
- "B" Driving License

*"In compliance with the Italian Legislative Decree no. 196 dated 30/06/2003 and GDPR n. 196 (UE 2016/679), I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff and I confirm to be informed of my rights in accordance to art. 7 of the above mentioned decree."*

## PROFESSIONAL EXPERIENCE

### Digital Marketing Supervisor

Kiliagon (May 2022 - ) | Milan, Italy

- **Main activities:** Account management; Advertising management, monitoring and KPI analysis; Keyword analysis; SEO; Promotion strategy; Catalogue management on Amazon Vendor and Seller Central; Brand Store and A+ Content.

### Marketplace Advertising Manager

BrandOn Group (October 2021 - April 2022) | Naples, Italy

- **Main activities:** Advertising strategy creation; campaign execution (search, display and DSP), monitoring and KPI analysis; Keyword analysis; SEO audit; Promotion strategy; Training and webinars; Business reviews
- **Marketplaces:** Amazon; eBay; ePrice; C-Discount; Leroy Merlin; Rakuten; Zalando.

### Advertising Specialist/Team Leader

Amazon (May 2019 - September 2021) | Bratislava, Slovakia

- Campaign and Creative Management for Amazon and Twitch Advertising; Creation and review of Media Plan; Campaign Forecasting and Booking; Optimization; Creative Review; Trafficking; Reporting; Trainer; Project Management; team leader for emerging accounts team in Bratislava.

### Service Desk Agent

Cognizant (September 2017 - November 2018) | Budapest, Hungary

- IT customer service, providing first level support to English, Italian and Spanish speaking clients.

### Junior Digital Account Manager

77Agency (March 2017 - August 2017) | Rome, Italy

- Social Media Management; Online Advertising; Project Management; SEO.

### Marketing Consultant

Solo Italia s.r.l. (May 2016 - December 2016) | Ossona, Italy

- Marketing planning; Digital Marketing strategy; Supply Management.

### Marketing and Communication Trainee, Erasmus+

Italian Chamber of Commerce for Hungary (February-June 2016) | Budapest, Hungary

- External Relations; Event Management; Marketing researches; Communication and Press; Social Media Management; Website Management.

## EDUCATION

### Sapienza University of Rome

**Master's Degree - Business Management and Marketing (October 2014 - January 2017)**

- Final dissertation: "e-Commerce: From a multichannel to omnichannel approach. Case study: Eataly."

### Federico II University of Naples

**Bachelor's Degree - Tourism Management (October 2011-2014)**

- Final dissertation: "The tourist enhancement of the Alps in the 20th century."