

# Gianluca Guerra

## Communication & Digital Marketing Specialist

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## PROFILE

Highly successful Communication/Marketing Manager with extensive experience in Italy and international environments. Proven ability to build strong relationships with customers and colleagues, manage teams, achieve targets, offering excellent organisational skills, close attention to detail, extensive experience in digital marketing and sound knowledge of IT systems.

## WORK EXPERIENCE

May 2019 - Present

**Freelance - Communication & Digital Marketing Specialist** - [www.jazza.it](http://www.jazza.it)

- Digital Strategy
- SEO & LocalSEO
- Advertising - Google Ads, Facebook Adv.
- Content Marketing & Copywriting
- Communication & Press Office
- Social media management - Designing, building and maintaining a social media presence
- Web marketing - Developing the online marketing plan and conducting research and utilising the most current strategies in order to position the brand in the market place
- Amazon Marketplace Specialist

September 2018 - Present

**CiviForm**, Trieste - [www.civiform.it](http://www.civiform.it)

**Teacher** at the training courses:

- FVG Pipol FP1826700001 "Social Media Management and Web Marketing Techniques".
- FVG Pipol FP1949342001 "Social Media Marketing".

August 2015 - Present

**Trieste Science+Fiction Festival**, Trieste - [www.sciencefictionfestival.org](http://www.sciencefictionfestival.org)

**Communication Manager** - Trieste Science+Fiction Festival head of communication and marketing.

- Team coordination
- Communication & Web Marketing Strategy
- Ticket Sales Strategy
- Press office management
- Press review

October 2012 - Present

**Fischer Y Horch S.L.U. Content Works** - La Palma, España - [www.fischerhorch.com](http://www.fischerhorch.com)  
**Content Marketing, CRM & Translation**

- CRM
- [www.consulenzafioridibach.it](http://www.consulenzafioridibach.it) management
- Content Marketing & Newsletters
- Translations from English and Spanish into Italian with SEO / Ads specifications.
- Public relations, Consultancy, Sales optimization.

December 2011 - Present

**La Palma Natural** - La Palma, España - [www.lapalmanatural.com](http://www.lapalmanatural.com)  
**Tourist brokerage - SEO, Web Marketing & Communication Manager**

- CMS
- CRM
- SEO
- Social Media Optimization (SMO)
- Advertising - Google Ads, Facebook Adv
- Content Marketing & Copywriting
- Translation and Content Marketing for 3rd parties.

December 17, 2001 to October 21, 2013

**Genertel Spa**, Trieste

**Insurance consultant** as part-time call centre operator (CRM).

From 2003 to 2011

**Università degli Studi di Trieste**. Facoltà di Lettere e Filosofia

**Contract Professor**

- Courses of Documentary Cinematography and Filmology
- Organization and management of the seminars and laboratories of the Degree Course in "Arts, music and entertainment"
- 28 assignments and training courses.

2001

**Simulware**, Area Science Park - Trieste.

**Copy Writer**

2000 - 2001

**NE&T New Enterprise & Technology**, Area di Ricerca - Trieste.

**Copy Writer**

**EDUCATION AND TRAINING**

From 1994 to 2000

**Università degli Studi di Trieste** Degree Course in "Arts, music and entertainment"  
Degree in Literature and Philosophy. 110/110 cum laude

7/8 May 2020 - Specialization Course:

**Centro Studi Samo - "Strategic Advertising 2020" - Advanced Digital Marketing Course.**

2-day training course on how to effectively design a strategic advertising online plan and how to turn internet users into paying customers.

9/10/11 May 2019 - Specialization Course:

**Centro Studi Samo - "The Advertiser" - Complete Digital Marketing Course.** 3-day training course on how to effectively plan, budget, brief, evaluate, measure and manage direct marketing campaigns through website usability, SEO, interactive advertising, affiliate and mobile marketing. From strategy to action and evaluation of return on investment (ROI).

March 9, 2019 - Specialization Course:

**MARKETERs Academy "Digital Strategy"** 1-day course about scenario, brand and content strategy, KPI basics and client-side.

June 23/24 2017. Specialization course:

**Web Marketing Festival 2017** by GT Master Club / Search On Media Group  
2-day Complete Digital Marketing course.

June 19/20 2015. Specialization course:

**Web Marketing Festival 2015** by GT Master Club / Search On Media Group  
2-day Complete Digital Marketing course.

## LANGUAGES

|                |              |
|----------------|--------------|
| Mother tongue: | Italian      |
| Fluent:        | English (B2) |
| Intermediate:  | Spanish (B2) |

## COMPUTER SKILLS

SEO: Yoast, Screaming Frog, Ubersuggest, Google Search Console, Google Analytics, Google Page Speed Insights, Seo Tester, Schema.org, GoogleMyBusiness, Google Ads.

CMS tools: WordPress, Drupal.

Social Media Management: Facebook, Instagram, Twitter.

Office and Google tools.  
Adobe Photoshop.  
Basic audio & video editing tools.

## **OTHER ACTIVITIES**

December 2019. Co-author of the book "Trieste e il cinema" published by GEDI Gruppo Editoriale S.p.A. - Il Piccolo.

Library assistant during the civil service at Centro Culturale Pubblico Polivalente del Monfalconese.

Consultancy and artistic director of the musical spaces of ITS International Talents Support.

From 2005 to 2014. Electroblog - Festival di Cultura Elettronica. Etnoblog, Trieste  
Events management - Member of the organization and artistic direction.

Music: founder of Electrosacher, a team of DJs, producers and event organizers.

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.