







Hi, I'm Claralinda.

I'm a digital marketer making websites in Milan.

more at claralinda.me

EXPERIENCE

-  **Tech Consultant South Europe** since feb 2021
Commanders Act | Milan-Paris, data platform
I help digital teams to collect and activate data. I work with Axa, YNAP, Sorgenia, Decathlon.
-  **Web Designer & Consultant** since 2018
Web designer and digital marketing specialist on call: ecommerce, websites and Google and social ads.
-  **Marketing Manager** 2018 - 2019
ReFeel eMobility | Milan, carsharing startup
Head of marketing: brand storytelling, social media, DEM, CRM, fairs, SEO, SEM, PR. €50K+ budget.
-  **Property Consultant** 2016 - 2017
Real estate lease management for family business.
-  **Project Manager Intern** 2016
Technical hunters | Milan, headhunter
Review and optimization of internal digital processes.
-  **Startup Consultant Intern** 2013
Start Cube | Padua, business incubator
Business plan writing and social media management.

SKILLS

marketing

SEO | SEM
copywriting
CRM | survey
community mgmt
persona
budgeting
social ads
A/B testing
project mgmt
UX audit

tools

Mailchimp
Hubspot
SeoZoom
Facebook Mgr
Buffer
Figma
Illustrator
Photoshop
Trello | Notion
Zapier | IFTT






web design

Wordpress | Wix
Shopify
Odoo
HTML | CSS
basic JS | PHP




languages

italian **MT**
english **C1**
french **B1**









EDUCATION

-  **Dot Academy** 2020
Web Design & UX
-  **Ninja Academy** 2019
SEO & SEM Energy
-  **Udemy** 2019
Illustrator CC Masterclass + InDesign Essentials
-  **Bocconi University** 2014 - 2017
M.Sc. in Economics and Management of Innovation and Technology
-  **University of Padua** 2010 - 2013
B.S. in Economics | 110 CUM LAUDE

CERTIFICATIONS

-  **Google**
Analytics | Ads Search | Ads Display | Ads Video | Shopping Ads | Tag Manager
-  **Hubspot**
| Inbound Marketing | Email marketing
-  **Chambre de Commerce et d'Industrie Paris**
DFP Affaires B1 avec mention

INTERESTS + TRIVIA

-  community manager
7k people
-  driving an electric Twizy
-  pro online second hand seller
-  mindfulness
-  types
-  early adopter
-  pilates
-  behavioural