

## > Work experience

**reset** RESET Energia (utilities, a startup project by ) ..... January 2024 - Present

- **Main achievements:** €0 → increasing revenues MoM, business project from scratch, commercial offer defined benchmarking competitors and market, +30 people hired with direct/indirect report, procedures design, all the management duties across the startup and the parent company.

### Co-Founder and COO

- Product management: features development for all the customer journeys (from signup to post-conversion, funnel development), system integrators management (eg: Salesforce), product strategy design with top managers (including CEO, CFO, President) of the parent company.
- Product marketing: continuous improvement of the signup funnel and the product retention features in-app, UI/UX team direct report, development of the gamified challenges, defining the discount structure matching the product and the financial requirements.
- Digital marketing: ~ €7.5M budget in influencer marketing, paid adv on Google Ads, Fb Ads, TikTok Ads, Criteo, affiliate marketing, brand protection and Digital PR, SEO, Email marketing, linear tv adv, Primevideo ads, brand awareness, price comparison websites.
- People operations: +30 people hired and onboarded, career management and motivating, dismissals.
- Legal and paperworks: contracts reviewing in collab with the legal and compliance team of the parent company, power of attorney.

Career progression: previously Head of Product (Until December 2025)

 TAGLAB Agency (digital agency) ..... October 2023 - September 2025

- **Main achievements:** business launch 0 → €550K revenues/year, +3 business unit launched, +15 affiliate websites ranked with the top competitive keywords, +3 top clients dominance in their sector, +3 multi-department delivery pipelines.

### Co-Founder

- Setting up link building strategies for top clients in Gambling, Betting, Trading, Vaping and Tobacco niches (+€30K/month).
- Management of a portfolio of +9000 websites for guestposts and advertorials in 3 countries.
- Subcontractor for a top tier consultancy firm.


 Bidoo (online auctions, shoppertainment) ..... March 2019 - May 2023

- **Main achievements:** €5M → €18M revenues/year, ~40 people direct/indirect report, +1 business unit launched, +1 new country launched, +3 crucial legal and financial events solved, +1 digital product built from scratch (influencer marketing platform), first 2 SERPs monopoly in 2 countries, Google suggest manipulation.

### Chief of Staff and Delivery Manager

- Product marketing: new users acquisition funnel with +350% retention and revenues, re-built the information architecture and entity findability, product launch in a new country, UI/UX team coordination, push notifications management.
- Digital marketing: influencer marketing (+€4M/year), paid advertising on Google Ads and Fb Ads (+€150K/month), affiliate marketing, brand protection strategy planning and Digital PR for existing and new markets, Email marketing (+30M mail/month).
- Product management: requirements gathering, tasks assignment, new features development, bug management, product owner of a tech team of 7 developers working with Agile Kanban methodology, relations with digital service providers.
- Operation and strategy: company moved from drop-shipping to warehousing, Naples site director, E-commerce procurement with suppliers management, multi-country logistics and stock control (+2000 items).
- People operations: +30 people hired and onboarded, career management and motivating, dismissals.
- Legal and paperworks: financial and legal providers relations management, dispute remedies, contracts reviewing, CEO-shadowing.

Career progression: previously SEO Manager and Product Owner (Until February 2020)

 **FAMACS** FAMACS Agency (SEO and link building for iGaming) ..... December 2020 - February 2024

→ **Main achievements:** business launch 0 → €400K revenues/year, +2 top clients deals closure, +5 affiliate websites ranked with the top competitive keywords, less ~30% budget expenditure with equal links acquisition for each client.

### Advisor

- Setting up link building strategies for big clients in Gambling and Betting niches (+€30K/month).
- Management of a portfolio of +2000 websites for guestposts and advertorials.
- Training of 4 copywriters and 2 outreach specialists.

 **seo cube** SEO Cube (SEO agency, head company of **seozoom**<sup>®</sup>) ..... July 2018 - February 2019

→ **Main achievements:** +50% of total link provisioning for 3 months in a team of 4, +1 suppliers database creation, +1 extreme brand protection campaign succeeded

### SEO and Link Building Specialist

- Digital PR, link building and link earning for third parties clients (€20K/month), database management and relations nurturing.

 **Esario** (SEM and web development for travel) ..... May 2015 - June 2018


→ **Main achievements:** +1 campaign €400K → €2M budget/year with 4.7 → 9.3 ROAS, +2 hotel chains IA/UX refactoring with +150% onsite booking ratio, +4 luxury hotels digital projects management.

### Product Marketing Manager

- Customers' marketing strategies execution for Hotels, OTA and e-commerce (+€3M/year).
- Funnels development and lead generation via paid and organic channels, information architecture and CRO.
- Product marketing strategies design and development, new hotels and hotel chains website development.
- SEO planning for single hotels, marketing campaigns development for hotel chains and top luxury clients.
- Keyword research and technical SEO audits.
- Internal and external reports, clients facing, suppliers facing.

Career progression: previously SEO Specialist (*Until December 2016*)

## ➤ Other

 **PromoQui** PromoQui ..... January 2015 - April 2015

### Product Marketing Consultant

Online leaflets, offers and proximity marketing. New product feature launch and its technical integration with the platform.

**TOO** Too Lab ..... March 2014 - December 2014

### Project Management Intern

Full service digital agency. First structured approach to a digital project and first time working with agile methodologies.

 **Miraculous Medicines** ..... October 2021

### Co-creator

I've created a NFT project of 5000 computer generated collectibles. The collection still lives on the Ethereum blockchain.

**qoda.ly** qodaly ..... *October 2023 - October 2024*

**Co-Founder**

A SaaS that represented an easy way for restaurateurs to manage their restaurants, and for customers to order and pay for their food.

**RANKINGOAL** Rankinggoal ..... *September 2020 - October 2023*

**Co-Founder**

A SaaS to manage relations between publishers and advertisers involved in link building activities. Mini-exit.



**Hotel Santavenere** ..... *January 2016 - April 2021*

**Digital Marketing Advisor**

Through Esario, I directly advised the company for all the digital marketing activities, training and supervising their department.