

OBJECTIVE

Seeking job opportunities in marketing, web content production and advertising . I am currently based in Prague (CZ) and I am eager to apply my skills and international experiences to a full-time position at an advertising/marketing company.

SUMMARY

Conscientious web content specialist with experience in teaching and customer care. Graduate in Economics and Business Management with excellent communication skills open to a full-time position at an advertising and marketing company.

Thanks to my previous experience as digital entrepreneur and world traveler, I am extremely skilled in web content creation, social media management, SEO optimization of online contents and the the English language.

- International travel background
- Comfortable working in an international environment
- Conflict resolution skills
- SEO optimization of online contents
- MS Office and OpenOffice expertise
- Wordpress, Drupal, Adobe AEM and FatWire CMS management
- HTML and CSS
- Proficient in Google AdWords, Analytics, AdSense and Trends and Webmaster Tools
- Professional use of social media such as Facebook, Twitter, LinkedIn
- Facebook ADS expertise

EXPERIENCE

CONTENT MANAGER | HSBC

Wunderman s.r.o. - Prague, CZECH REPUBLIC

**May 2017
- current**

Responsibilities:

- Assembling websites in Adobe Experience Manager (AEM) content management system (CMS)
- Dealing with and providing feedback to the developer's team
- International calls with HSBC
- Daily use of Jira projects management tool
- HTML and CSS knowledge

WEB CONTENT EDITOR | FORD MOTOR COMPANY | MSC SITE MAINTENANCE

Wunderman s.r.o. - Prague, CZECH REPUBLIC

**Feb 2016
- Apr 2017**

Responsibilities:

- Edit web site according to needs in the client's Content Management System (CMS - FatWire Content Server 7)
- Manage content updates (content translation implementation, ad-hoc changes on website content, SEO check, performance check, etc.) with attention to detail and timeline set
- Perform regular checks in regards of site maintenance quality (broken links reports, SEO check, performance check, etc.)
- Report on current projects using assigned tools, making sure that deadlines (SLA) are met

WEB CONTENT EDITOR, COMMUNITY MANAGER & SOCIAL MEDIA STRATEGIST

Freelance & Private Contractor | Salt Lake City (USA); Washington DC (USA); Prague (CZ)

**Sept 2011
- current**

Responsibilities:

- Web Content Production & Social Media Specialist
- Online Community Engagement & Web Traffic Building
- Keyword Analysis
- Wordpress and Drupal CMS Management
- Editor-in-chief for online newspapers and magazines
- Copywriting and web content editor

Main professional freelance collaborations and projects

- **Italia Praga one way** - founder of most well know blog for Italians in Czech Republic
- **ItaliansInFuga.com** - guide and resources for Italian expats
- **iSayBlog! network** - articles about economics, taxes and politics
- **The Daily - La Voce - PRAGUE (CZ)** editor-in-chief for online newspapers CZ, SK, HU
- **Association of Citizen Journalists o.s. - PRAGUE (CZ)** content creation for online newspapers
- **EsperimentiSociali.it** - viral marketing and persuasion

Responsibilities:

- Conduct classroom activities with students based on different learning needs to ensure that everyone profits as much as possible from each lesson (flipped classroom)
- Participate in social networks and blogs to aid students
- Organize parent-teacher conferences to maximise students' learning opportunities and develop plans to correct ongoing issues

EDUCATION & AWARDS

DEGREE IN ECONOMICS AND BUSINESS MANAGEMENT**2014**

University of Siena "Richard M. Goodwin" Department of Economics - Siena, ITALY

GPA. 3.8 out of 4.0**DIPLOMA OF BUILDING SURVEYING & CONSTRUCTION MANAGER****2007**

"Vittorio Fossombroni" Technological Institute - Arezzo, ITALY

SCORE 100 out of 100

Technical High School covering subjects such as building surveying, topography, construction technology, financial mathematics and accounting.

BEST STUDENT OF THE YEAR - ACADEMIC ACHIEVEMENT AWARD**2007****"Francesca Pauselli Monnanni" Foundation**

Awards for outstanding academic performance during each of three final year of building surveying and construction manager high school

2006**2005**