



Alessandro Finello

Digital marketing freelancer

I'm a T-shaped marketer focusing on all aspects of SEO and copywriting. I work with companies who strive to achieve a better tomorrow for the environment and society.

PROFESSIONAL SKILLS

Marketing strategy
SEO (on-page/ off-page / technical)
Paid Ads
Copywriting
Content Creation
PR & Link building
Social Media
CSR
Corporate blogging
Account management

PERSONAL SKILLS

Creative spirit
Creative
Think outside of the box
Reliable and professional
Organised
Time management
Team player
Fast learner
Motivated

LANGUAGES

Italian mother tongue
English: C1
Spanish: B2

CERTIFICATIONS

Linkedin SEO badge
Google Ads Display Certification
Google Ads Search Certification

CONTACT

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WORK EXPERIENCE

Digital marketing freelancer

Sep 2021 - current date

- SEO, SEM, Social media, e-commerce, copywriting. I help companies to communicate themselves on the web, reaching better and better organic results.
- I've worked with important Italian and international clients and digital agencies, such as Barilla, Publicis Italy | Le Pub, Chef Express, Lanieri, Reda Spa, RgMania.com, Circularity, and more.
- My services include SEO audit, On-page optimization, keyword and competitors research., link building & digital pr, and SEO copywriting.
- The copy I've written has achieved some of the best CTR, clicks and impressions ever. Ask me for data!

E-COMMERCE SPECIALIST

Neoolia | Nov 2022 - present

- Launched and managed all the marketing of the start-up [Neoolia.com](https://www.neoolia.com)
- Managing Shopify, paid-ads, social media, influencers and e-mail marketing, SEO and more.
- Achieving increasing sales after less than one month of the website launch.

Social media manager

Freelancer | Sep 2019 - Aug 2020

- Managed social media accounts of some prominent local businesses in Turin: El Centenario group, Promo sport, Scali Uomo, Barnum restaurant.
- Coordinated a photographer and videomaker. Consistently increased social media followers and clicks

EDUCATION

MASTER'S DEGREE, MAJOR IN PUBLIC & POLITICAL COMMUNICATION

University of Turin | 2019 - Jul 2021

Graduation mark: 105/110

- Media partner coordinator at Marketer's club

BACHELOR OF SCIENCE, MAJOR IN ECONOMICS, ENVIRONMENT & ECOLOGY

University of York (UK) | 2012 - 2015

Graduation mark: 2.1 with Honours

- Event manager at the Environment Society