

Project and program manager with marketing and web development background looking for full-remote positions in any time zone.

- Dynamic, **Google-certified Project Manager** and Digital Growth Specialist with a **Master in Growth Marketing**
- Proven track record of scaling luxury brands, hospitality businesses and non-profits.
- **Achieved 107% increase in direct reservations, 6.8% engagement, 9.5+ average client rating, 80+ SEO performance scores.**
- Blending web development with growth marketing and strategic business consulting to deliver high-ROI results.
- Freelancer for 4+ years as marketing manager and marketing consultant, business consultant and manager.
- Strong hard and soft skills background, **McKinsey's "Forward" program alum.**

PROFESSIONAL EXPERIENCE

Website developer and Graphic Designer for LEGAMBIENTE Circolo Etneo with CAF America patronage.	2026
Marketing director for University Startup Challenge 2026. • Led a 5-person marketing team delivering 350+ applicants • Achieved +41.4% YoY engagement through social media organic posts	2025 – 2026
Google Workspace and Ads Grants administrator as freelancer for multiple non-profit associations • Obtained \$10,000.00 in monthly budget for ad spend in the Google for Nonprofits program.	2025 – 2026
Email marketing strategist as freelancer for Rock10eLode association.	2025
President and co-founder at E-Club Bicocca , entrepreneurship-focused student association. • Created a community for 40+ student associates • Coordinated with international high-level partners and guests as well as 20+ institutions • Organised 20+ events featuring industry professionals and startup stakeholders; opened internship opportunities for students	2024 – present
Google Ads marketing specialist as freelancer for luxury hospitality agency in Milan. • Achieved +107.4% direct reservations YoY	2024 – 2025
Marketing project manager for University Startup Challenge 2025 in Milan. • Managed 9-person marketing team delivering 400+ applicants • Produced 151 publications with 161K views and 6.8% engagement	2024 – 2025
Event team coordinator for Synlab Europe at EiT Health iDays' hackathon.	2024
Branding identity and logo designer as freelancer and volunteer	2023 – present
General manager at luxury apartments for short rentals facility. • Managed operations, staff, and training for a luxury rental facility in Milan, Duomo area • Achieved 9.5 average client satisfaction reviews with portfolio value up to €60,000.00	2023 – 2025
Website developer and webmaster as freelancer for volunteering organisation. • Recovered, archived and published 230+ SEO-optimised articles • Achieved 80+ performance scores and 90+ SEO scores on Pagespeed Insights by Google optimising SERP	2023 – 2025
Web developer and webmaster as freelancer for construction, luxury hospitality and fashion firms.	2022 – present
Marketing and social media specialist, web developer and webmaster as freelancer for Lucia Merlo Bags.	2022 – 2025
Graphic designer as freelancer for construction, hospitality, luxury services, fashion and non-profit organisations.	2021 – present

EDUCATION

International recruitment and HR professional training by PYOU and LavoroPiù.	2026
"Forward" professional education course by McKinsey.org.	2025
Master in Growth Marketing by Mirai Academy.	2025
Boolean Data Week seminars on data analysis, Python and Tableau by Boolean.	2025
Professional courses in Copywriting, SEO, Google Ads, Instagram, LinkedIn, Python, Advanced Excel and OKRs by Learnn.com.	2024 – 2025
Project management specialisation 140hrs course by Google on Coursera, graded 95% overall.	2024
"Titanium" pre-acceleration course by iBicocca.	2024
Bachelor's degree in Economics and Business Administration at University of Milano-Bicocca avg. 26.18/30, GPA 3.45.	2023 – present
Healthcare general direction course by PoliS Lombardia at University of Milano-Bicocca.	2023
"Start-Up" volunteering organisation management training by CSV Lombardia.	2023
High school diploma in Applied Sciences with IT and coding at I.S.S. E. Boggio Lera, graded 100/100.	2016 – 2020
English C1 level certification by Cambridge University, graded B.	2019
Computer Aided Design (CAD) specialised level certification by ECDL Institute.	2019
Two weeks English experience C1 level class at Trinity College Dublin.	2019

Classical piano education and ABRSM grade 5, contemporary and lyrical bass voice singing education with private teachers.	2017 – 2019
Preparation course in programming and IT by University of Catania and I.S.S. E. Boggio Lera.	2017
Chinese A1 level certification by Confucius Institute at University of Enna “Kore”.	2016
State exam for secondary school with musical education, violin class, and French language at I.C. Luigi Capuana, graded 10/10.	2012 – 2015

LANGUAGES

ITALIAN	Native speaker, education and training in writing, copywriting and journalism, typing at 99WPM.
ENGLISH	CEFR C1, certified by Cambridge, level class at Trinity College Dublin, typing at 93WPM, used daily in my work for 6+ years.
FRENCH	CEFR A2, certified by Institut Français.
CHINESE	CEFR A1, certified by Confucius Institute.

CORE TECHNICAL SKILLS

Web development and webmaster	since 2015
- HTML/CSS – 10+ years - Wordpress and CMS – 5 years - Search Engine Optimisation	
Graphic design and video editing	since 2017
- Premiere Pro – 6 years - Canva – 4 years - DaVinci Resolve – 3 years - CapCut – 3 years - Figma – 2 years	
Digital marketing	since 2021
- Google Ads - Instagram - Growth Marketing - Copywriting	
Project management	since 2023
- Collaboration tools (Asana, Trello, Monday.com) - Planning tools (Microsoft Project, Gantt charts, Project reports)	

OTHER SKILLS

Coding and Artificial Intelligence	since 2014
- C++ and C – 10+ years - Python – 2 years - LLMs (ChatGPT, Google Gemini, Perplexity) – 3 years - Creative AI (Stable Diffusion, Veo3, Sora 2) – 1 year	
Photo editing	since 2014
- Photoshop – 12 years - Lightroom – 5 years	
Google Office Suite, Workspace and Admin Console	since 2019
PMSs and Hotel management	since 2022
- OTAs (Booking.com, Airbnb, VRBO) - Zucchetti BeGain+BeSync - Zucchetti Beddy	
Business consulting	since 2022
Management – 2 years	
Startups	since 2024
- Market analysis and validation - Stakeholder analysis	

SOFT SKILLS

CRM/Customer Service	
- Maintained 9.8 average customer rating across €650K+ portfolio - Recovered 15+ dissatisfied customers, including high-loss cases with +€65,000.00 in damages	
Complex Problem Solving	
- Achieved top 4% in problem solving test by Case Score - Assessed top 0.6% in verbal comprehension and visual reasoning by professional psychologists - Completed problem solving module in McKinsey's "Forward" Program.	
Leadership, Teamwork and Team building	
- Coordinated multiple teams up to 9 people - Achieved teammates' satisfaction and delivered work on schedule - Collected positive feedback on my leadership from all stakeholders - Worked with teams in all professional settings and competitions I participated in	
Public Relations	
Managed relations with 100+ corporate partners as luxury traveling agency's back-office manager and as marketing manager across multiple industries	
Critical Thinking	
- Placed top 20% in the country in philosophy national competitions - Stepped down from core roles when it was strategic to delegate	