



# LORENZO MARTINI

DIGITAL MARKETING  
MANAGER

## PERSONAL PROFILE

I am a professional Digital Marketing Manager with over 15 years experience in providing excellent digital strategies and building customer loyalty.

## SKILLS & ABILITIES

- Motivated, well-disciplined individual
- Finds joy in assisting others
- Knowledgeable in conversational English
- Team building specialist

## CONTACT INFORMATION

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## EMPLOYMENT HISTORY

### Digital Marketing Manager

Alitalia - Società aerea italiana, Rome (2014 - present)

- Audience engagement through the results from analytics console
- Consultancy skills for top management actions
- KPI reporting production
- Team leading
- Skills in customization and segmentation of the audience
- One to one action as direct email marketing manager
- Strategist in customer recovery campaigns
- SEO and SEM strategist

### Web Analytics Specialist

Alitalia - Società aerea italiana, Rome (2013 - present)

- KPI Analyst for customer reports for alitalia.com
- Tag manager users, set up and customization of the digital tagging strategy
- Advanced skills with Google Analytics, Webtrends analytics, Adobe Omniture

### SEO Manager

Alitalia - Società aerea italiana, Rome (2011 - present)

- Seo Manager for alitalia.com digital content
- SEO Digital Metrics
- Expertise in SEO tool as AWR, SEM rush, Seo Clarity
- Scrum Master on the technical SEO development for the IT team

### User Experience Team leader

Alitalia - Società aerea italiana, Rome (2010 - 2013)

- Skills in web metrics analysis for A/B and multivariate tests
- UI project manager
- Advanced skills for tools like Webtrends Optimize and Adobe Target.

### CMS Manager

Alitalia - Società aerea italiana, Rome (2007 - 2010)

- alitalia.com CMS Manager
- CMS customization Project Manger. Scrum Master for the IT development team.
- Digital Content

### Digital Content Team

Alitalia - Società aerea italiana, Rome (2004 - 2007)

- CMS user
- CMS trainer for junior users

## **Alitalia Call Centre**

Alitalia - Società aerea italiana, Rome (1998 - 200)

## **Call Centre Operator**

Atesia spa (1995-1998)

## **EDUCATIONAL HISTORY**

### **Sociologia - Comunicazioni e Mass Media V.O.**

La Sapienza University - Rome (Italy)

### **Diploma Liceo Scientifico**

Ist. Manieri Copernico, Rome (Italy)

## **INTERESTS AND HOBBIES**

I am interested in scuba diving, padel and football.  
I am learning how to barbecue in low and slow technique