

# Claudio Colombo

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## PROFILE

A highly experienced professional in Growth Hacking, Digital Marketing (Affiliate Marketing, PPC), SEO, Social Media Marketing and e-commerce. Proven track record in managing people, projects and external agencies, working with set budgets and strict deadlines to develop efficient and cost-effective solutions. Strong expertise in the management of e-commerce, website and social media platforms with an emphasis on the development of corporate branding through SEO and Digital Marketing practices. Google AdWords Certified, Bing Ads Accredited Professional & Google Analytics Certified. Professional handling of all major Social Media platforms.

## KEY SKILLS

- **Tools & Platforms:**
  - **Digital Marketing & SEO:** SEMRush, Moz, Ahrefs, Screaming Frog, SEO PowerSuite, Google Adwords, Bing Ads, Google Tag Manager, SEOZoom, Zapier
  - **Analytics:** Google Analytics, Google Search Console, Google Tag Manager
  - **Social Media:** LinkedIn ads, Facebook ads, Hootsuite, Iconosquare, Stim Social, Fanpage Karma
  - **Affiliate Marketing:** Google Adsense, Tradedoubler, Zanox, Webgains, Impact Radius, Affiliate Window, Commission Junction, Affilinet, Get Your Guide, Performance Horizon
  - **App & Email:** AdMob, Mailchimp
  - **Ecommerce:** Ebay, Amazon, WooCommerce, Prestashop
  - **User Experience UX:** Hotjar, Crazyegg, Wireframe, Google Optimize
- **Digital Marketing:** development of Digital Marketing strategies and Digital Marketing plans
- **PPC:** Google AdWords Certified & Bing Ads Accredited Professional with experience in PPC campaigns
- **Affiliate Marketing:** development of affiliate marketing campaigns (publisher and advertiser) directly with affiliates and using affiliation platforms
- **SEO:** using SEO techniques for site optimization
- **E-Commerce Management:** online shops management for the sale of IT products by company website, by Marketplace (Ebay, Amazon) and by price comparators
- **Social Media Marketing:** professional handling of all major Social Media (Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram) and external platform for their management
- **External Agencies Management:** working with external agencies
- **People Management:** managerial experience in coordinating resources with the aim of improving the performance of staff and finding new solutions to optimize business performance
- **Events Management:** experience in managing public relations events and campaigns for various clients
- **Customer Service:** skills in dealing with customers, assisting and resolving problems

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## WORK EXPERIENCE

2020 – current

**Founder, Head of Growth**

*it's campus, London*

*Startup Accelerator*

- Leading the project;
- Making and developing strong connection with major stakeholders;
- Marketing Plan Creation & Development;
- Budget management;
- Growth Hacking;
- Key point of all Digital Marketing activities (Display Advertising / Affiliate Marketing / PPC / Google Adwords / Social Media Marketing / Native Advertising / Email Marketing / Remarketing / Retargeting);
- Key point of all SEO, Analytics and UX activities;
- People Management / Team Management / External Agencies Management;
- Key achievements: Increasing ROI, Increase of customer, conversions and revenues.

2016 – current

**Co-Founder & Head of Growth**

*EUWA Ltd, London*

*Web Agency*

- Marketing Plan Creation & Development;
- Budget management;
- Growth Hacking;
- Development of projects connected to the agency (Low cost website / Amazon affiliation niche ecommerces / Launch of a Fintech startup and an Academy --> SEO, Instagram, Growth Hacking, Facebook);
- Key point of all Digital Marketing activities (Display Advertising / Affiliate Marketing / PPC / Google Adwords / Social Media Marketing / Native Advertising / Email Marketing / Remarketing / Retargeting);
- Key point of all SEO, Analytics and UX activities;
- People Management / Team Management / External Agencies Management;
- Key achievements: Increasing ROI, Increase of customer, conversions and revenues.

2014 – 2016

**Head of growth**

*The Italian Community, London, UK*

*Business Directory and Online Shop*

- Growth plan creation and management (including growth opportunities and setting acquisition strategies);
- Development and management of Digital Marketing campaigns with the aim of increasing connections with potential customers, enhance the reputation of the brand and increase revenues;
- Daily care of Digital Marketing campaigns (PPC, Google Adwords, Bing, Facebook Ads, Display, Affiliation);
- Working with external agencies to create online campaigns;
- Working with internal graphics, writers and web developers for contents production;
- Development of Affiliate Marketing campaign using affiliation program and directly with affiliates;
- SEO Optimization;
- E-commerce Management;
- App management and advertising (iOS and Android);
- KPI monitoring and analysis (Google Analytics) to ensure the success of campaigns;
- Wordpress website management;
- Key achievements: creating an e-commerce platform from day 1, saving 50% of PPC budget improving SEO strategy, Introducing Affiliate Marketing strategy, Increasing ROI, customer, conversions and revenues.

2008 – 2014

**E-commerce Manager**

*NB4 S.r.l., Bernareggio, Italy*

*This company operates in the fulfilment of IT products and customer' assistance*

- E-commerce shop management of electronic and IT materials;
- Professional management of Marketplace like Ebay, Amazon, Pixmania and price comparator;
- Digital Marketing strategies development to increase the sales of products in our catalogue (SEO, SEM, PPC, Display Advertising, Analytics, Social Media);
- Development of Affiliate Marketing campaign using Google Adsense, Tradedoubler and Zanox;
- Supervising a team who look after-sales assistance.
- Key achievements: starting e-commerce & online sales from zero; steady increase in online sales; introduction of bar code scanning techniques to improve the inventory management; reduced the number of customer's complaints.

2005 – 2008 / 1999 - 2002

*Self-employed, Milan, Italy*

**Freelance Events and PR Consultant**

*Working in partnership with another consultant to successfully deliver PR campaign and events*

2002 - 2005

*Tecnocasa, Monza, Italy*

**Real Estate Agent**

*A successful real estate intermediary and credit mediators company, with offices in over 13 countries*

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## EDUCATION

**Università Bocconi** - 2020 | Private Equity & Venture Capital

**Yale University** - 2020 | Financial Markets

**Goldman Sachs** - 2020 | Fundamental of Funding

**Yale University** - 2020 | Financial Markets

**University of Pennsylvania** - 2020 | Gamification

**Digital Coach Milan** - 2014 | Master in Digital Marketing & Social Media Marketing

**Microsoft** - 2015 | Bing Ads Accredited Professional

**Google** - 2015 | Google AdWords Certified

**Google** - 2015 | Google Analytics Personal Qualification

**Nanyang Technological University** - 2014 | E-commerce

**University of Pennsylvania** - 2014 | Marketing

**Università Bocconi** - 2005 | Economia Aziendale

**Centro Studi Leonardo da Vinci, Bergamo** - 2000 | High School qualification in Electronics

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## LANGUAGES

Native language: Italian | Other languages: fluent English / basic Spanish

## TECHNICAL SKILLS

HTML | WordPress | Joomla | Microsoft Office | WooCommerce

## HOBBIES AND INTERESTS

Sport enthusiast - regularly playing football, golf and tennis; gym and skiing

*References available upon request*