

Graziano Altieri

Phone number: +34 671643111 - Email: hello@grazianoaltieri.com
LinkedIn: /grazianoaltieri - YouTube: @CityON-walkingtours - www.grazianoaltieri.com

SUMMARY

Analytical person, specialized in Digital Marketing, Sales and Communication. Self-learner in web developing and video editing. PRO in Excel. Events and campaigns planning. Working fluently 4 languages. Flexible and reliable, with an international background. Technology and digital innovation savvy, passionate about politics, technology and astronomy.

Skills

- Marketing strategy planning
- Brand identity
- Project management
- Copywriting
- Digital campaigns optimization
- Events management
- Sales
- Content moderation

Digital marketing skills

- Meta Business Manager
- Google Ads and Google Ads Editor
- Data Analytics and Reporting
- Microsoft Excel and Google Sheets
- CMS WordPress
- SEO and ASO
- Keywords optimization
- Ads Extensions
- Bidding optimization
- Budget optimization
- DSA campaigns and DSA tags
- Audience Audit

Languages

- Italian native speaker
- Portuguese fluent
- English Professional Proficiency
- Spanish fluent

WORK EXPERIENCE

Cognizant, as vendor representing **Google**

- Barcelona, Spain. February 2023 - ongoing

- Lisbon, Portugal. October 2021 - February 2023

Marketing Optimization Specialist - Senior Process Executive-Data

- Build campaigns for high value advertising customers such as Nestle, Vodafone, BMW, etc.
- Create Keyword packs, bids and budget suggestions
- Gather and analyze Google Ads accounts data
- Create optimization reports across Search, Search Network (GSN), Mobile, YouTube, and different Google placements
- Identify general opportunities in an account to help sales teams seize opportunities and drive conversions

Achievements:

- Provided optimization for over 200 high spending Google Ads accounts
- 100% performance score

Teleperformance as vendor representing **Meta**, Lisbon. February 2020 - October 2021

Meta Marketing Pro, ex Facebook Marketing Expert - Account Manager

Duties:

- Provide solutions for SMB in order to grow their revenue
- Support and help web marketing agencies to build strategies for their client's campaigns
- Build relationship with client representatives and marketing staffs through routine and scheduled interactions
- Develop & advise on marketing strategies by understanding client expectations and objectives
- Educate and help advertiser to drive campaign's ROI and ROAS
- Manage client expectations, communication and performance metrics

Achievements:

- Provided marketing strategies to over 1000 small and medium businesses / agencies
- 100% quality score and client satisfaction
- TOP 10 place out of 105 in the ranking of best employees

PERSONAL PROJECT

CityOn, February 2024 – ongoing

YouTube Creator

- Developing the project, analyzing competitors, finding the target and making a distinguish brand identity
- Creating, editing and sharing videos of long walks around cities with the aim of entertaining and inspire who can't travel
- Analyzing YouTube data and adjusting the strategy

OLDER EXPERIENCES

BNP Paribas Securities Services, Lisbon. June 2019 - November 2019

Administrator Financial Services

Accenture, as vendor representing Meta. Lisbon. July 2018 - June 2019

Content Moderator

Care2.com. May 2017 – June 2018

Copywriter as an independent Team Member/Contractor

- Have written 15 petitions in socio-economic area reaching up to 60,000 signatures per petition

INTERNSHIPS AND CIVIL SERVICES

Greenpeace Italy, Campaign Department, Rome. February 2014 – August 2014

Internship Event Coordinator

- Coordinating 700 volunteers in 30 local groups for national and local events
- Managing budget of local groups (20,000 euros)

Campaign projects developed:

- Amazon IPE tree Campaign. The day after the launch of the campaign, approved a new act at the Ministers' Cabinet meeting
- Rainbow Warrior Italian tour. 10k people visited the Greenpeace's flagship over 8 days. €12K euros earned on merchandising

Italian Civil Service Assembly, Rome. June 2011 – July 2014

Member of the Elective Representative National Assembly

- Lobbying the Italian governance for setting the groundwork for a new law of Civil Service (approved in 2016)

Doctors without Borders Italy / Medici Senza Frontiere, General Department, Rome. June 2012 - February 2014

Internship Event Coordinator

- Coordinating 150 volunteers in 13 local groups for national and local events
- Managing official event's webpage and local groups' social media

Civil Protection Department, Province of Rome. April 2011 - April 2012

Risk Assessment Officer for the **Italian National Civil Service program**, a government program where young people are employed in social and community projects

EDUCATION

Il Sole 24 Ore Business School, Rome / **IESEG School of Management** Lille. October 2017 – May 2018

Full-time Postgraduate Diploma in Marketing, Digital & International Strategy

- Final project in strategy and campaigns for the launch of the new Virgin Active GYM App.

Institute of Geopolitical Studies. March 2015 – December 2015

Correspondent for the Geopolitical Studies Journal "Geopolitica"

- Published two papers regarding the African health system

Political Science Faculty, Roma3 University, Rome. March 2015

Bachelor's degree in Political Science of International Development

- Dissertation in GIS in Humanitarian Health Emergency. Using GIS (Geographic Information System) softwares and developing DataBases in SQL.