



FEDERICA BERNASCHINA

Energetic and resourceful digital marketer with over seven years of experience managing advertising projects and SEO optimizations. Ability to implement cross-channel marketing strategies with Agile methodology and data-driven approach. Transparent, hard-working and empathic.

WORK EXPERIENCE

MARKETING SPECIALIST

Forge Srl

Mar 2020 - Present

Developing and implementing Marketing strategies for B2B companies and e-commerce across key digital channels through the whole marketing funnel.

- **Paid Media Campaigns** (Google Ads, Meta Ads, LinkedIn Ads) across +20 countries for B2B companies driving traffic and leads
- **SEO optimization**, competitive analysis, copywriting and keyword research
- **Marketing campaign funnel development**, implementation and evaluation through performance tracking
- **Collaboration with Senior Managers** on process & workflow improvements
- **Led the marketing launch of 'PerPranzo'** by implementing a comprehensive marketing funnel automation; devised and executed an organic and paid strategy leveraging Hubspot, YoastSEO, Google Ads, Meta Ads, and LinkedIn Ads, leading to a 60% boost in lead acquisition and a 30% increase in customer engagement.

MARKETING SPECIALIST

SiSolution Srl

Jul 2016 - Mar 2020

- **Google Ads Campaigns** for sales opportunities
- **SEO optimizations** and copywriting of the technical blog driving +20% organic traffic
- **Monthly reports management** concerning major KPIs to evaluate the performance of the campaigns
- **Dem and Social Campaigns** for brand awareness and retention
- **Website Development (Wordpress)**
- **Events and Webinars management (Eventbrite, GoToWebinar)**

OTHER EXPERIENCES

Post-University Internship in Milan - Communication Assistant
Curricular University Internship - Front-desk agent at NECS conference
Designer of the poster for the short-movie "Crepes"
Part of the team for the development of "GetClose", a search engine for small local businesses
Piano player in the musical association "C. Monteverdi"
Karateka and karate teacher, tennis player and runner to build discipline and dedication
Passionate landscape photographer and traveler, part of the "FotoCorsi" group.

CONTACTS

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EDUCATION

FOREIGN LANGUAGES, MARKETING MANAGEMENT

Università Cattolica di Milano - 2015
Grade: 110/110 cum laude

FOREIGN LANGUAGES, COMMUNICATION AND MEDIA

Università Cattolica di Milano - 2013
Grade: 107/110

CRITICAL SKILLS

Team working - Agile
Methodology - Budgeting -
Data Analytics - Content -
Brand Strategy - Paid
Channels - SEO - Marketing
Automation - Inbound - DEM
- HTML - CSS - Wordpress -
Bootstrap - UX Design

LANGUAGES

Italian



English



Spanish

