



GIUSEPPE GIUSA

DIGITAL MARKETER

23/06/1999

ABOUT ME



A data-driven professional with extensive experience in managing multi-channel stores (**Shopify, PrestaShop, Amazon**).



An expert in customer acquisition (**Meta/Google Ads**) and retention (**Klaviyo**) strategies, I combine technical skills in migration and SEO with the independent production of multimedia assets (drone footage/video). I am focused on optimising ROAS and the customer journey.

CONTACTS



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CERTIFICATION



"GOOGLE MARKETING BASICS"

CERTIFICATIONS



"GOOGLE ADS ON THE SEARCH NETWORK"

"GOOGLE ADS ON THE DISPLAY NETWORK"

"GOOGLE ADS ON SHOPPING ADS"

CERTIFICATIONS

coursera

"ATTRACT AND ENGAGE CUSTOMERS WITH DIGITAL MARKETING"

"FOUNDATIONS OF DIGITAL MARKETING AND E-COMMERCE"

HARD SKILLS

- **Digital Advertising & Performance:** Design and management of full-funnel campaigns on Meta Business Manager and Google Ads; advanced tracking and optimisation of ROAS and CPA.
- **E-commerce & CMS Management:** Advanced management of Shopify, PrestaShop and WordPress (Elementor); data migration, user experience (UX) optimisation and product catalogue management.
- **SEO & Data Analysis:** Proficiency in SEOZoom and Google Search Console for keyword research and organic ranking; analysis of conversion metrics and social insights for data-driven marketing.
- **Content Strategy & Copywriting:** Creation of storytelling strategies and persuasive copywriting focused on conversion (SEM) and customer retention (Newsletter/Klaviyo), with a focus on the specific tone of voice for each target audience.
- **Multimedia Production:** Independent production of high-quality visual assets using Canva, CapCut and professional filming (Camera/Drone); video post-production for social media formats (Reels/TikTok).
- **Marketplace & CRM:** Operational management of Amazon Seller Central and eBay; implementation and management of workflows on Zoho CRM to optimise lead nurturing.
- **Digital Visual Merchandising:** Research and application of visual merchandising techniques in e-commerce to maximise product appeal and average order value.

SOFT SKILLS

- **Project & Sales Management:** Ability to devise and structure complex sales projects, coordinating product development from the planning stage through to market launch.
- **Independence & Problem Solving:** Strong ability to manage workloads independently, with an analytical approach aimed at the prompt resolution of technical or operational issues.
- **Teamwork:** A natural inclination towards teamwork in dynamic environments, facilitating communication between the marketing, sales and logistics departments.
- **Accuracy & Organisation:** Methodical rigour in managing price lists, stock flows and monitoring project deadlines.

LANGUAGES & MORE



NATIVE ITALIAN SPEAKER



GOOD ENGLISH PROFICIENCY



B DRIVING LICENSE



GENERAL & SPECIFIC TRAINING FOR LOW-RISK WORKERS

TECHNICAL SKILLS



Advanced knowledge of **Word** and **Excel**



Advanced knowledge of **Power Point** and **Google Slides**



Basic knowledge of **Photoshop** and **Illustrator**



Advanced knowledge of **Wordpress** (plug-in WooCommerce/Elementor/ Yoast/RankMathSEO)



Advanced knowledge of **Shopify** and the various associated applications



Advanced knowledge of **Google My Business**



Intermediate knowledge of **Meta Business Manager**



Intermediate knowledge of **Google Ads** and **Google Analytics**



Expert in retention marketing using **Klaviyo**: advanced segmentation and automation workflows



Basic knowledge of **CapCut**



Intermediate knowledge of **Zoho, HubSpot** e **Hootsuite** (CRM)



Advanced knowledge of **Canva** (this CV was made with this very tool)



Basic knowledge of languages **HTML, CSS** and **JavaScript**



Advanced knowledge of using **AI** (ex. **Chat GPT** and **Gemini**)



Intermediate knowledge of **SeoZoom**

JOB EXPERIENCE



E-commerce Marketer Specialist

VENTEC S.R.L.

AUGUST 2025 – MARCH 2026

GRAVINA DI CATANIA (CT)

- Strategic management of Klaviyo, including the implementation of advanced segmentation and automated workflows (Advanced Flow), increasing the share of revenue generated by email marketing to 22% of total revenue.
- Planning of full-funnel campaigns on Google and Meta with a focus on maximising ROAS (average 4.5); direct management of tracking (pixels/API) and creative assets to optimise cost per acquisition (CPA).
- Technical and graphical optimisation of the PrestaShop store, improving loading speed by 20% and managing complex catalogues (over 1,000 products).
- Multi-channel expansion on Amazon Seller Central and eBay; SEO optimisation of product listings (SEO copy and images), resulting in a 30% increase in organic traffic on marketplaces.
- Integration of workflows between CRM, marketplaces and payment systems, reducing manual order management errors by 40% and optimising the customer journey.
- Advanced optimisation of the product feed via Google Merchant Center; management of Performance Max campaigns with a focus on creative assets, achieving a 12% increase in CTR.
- In-house design and production of over [50+] monthly creative assets (static and video) optimised for digital marketing; use of generative AI tools to improve visual quality, leading to a 12% increase in the average CTR (Click-Through Rate).



E-commerce Marketer Specialist

MIATIM SRL

JANUARY 2025 – JUNE 2025

ACI SANT'ANTONIO (CT)

- Optimisation of the user experience (UX) on WordPress/Elementor, resulting in a 15% reduction in the bounce rate through the redesign of product pages.
- Active involvement in migrating the store from WordPress/Elementor to Shopify, optimising the entire site architecture. The switch resulted in a [25%] improvement in loading speed and a [1.5%] increase in conversion rate (CR) thanks to a smoother checkout process.
- Implementation of automated workflows on Klaviyo (Welcome and Abandoned Cart) with an average open rate of 35% and a 15% contribution to monthly turnover.
- SEO strategy to rank 10+ strategic keywords on the first page of Google, leading to a 20% increase in organic traffic.
- Creation and management of Meta Ads campaigns with an average ROAS of 4.0; independent creation of graphic and video assets using Canva to maximise the CTR.
- Order and Stock Management;



Junior Digital Marketing

CTA TENDE S.R.L.

OCTOBER 2023 – DECEMBER 2024

ACI SANT'ANTONIO (CT)

- Professional production of photo and video assets using cameras and drones; creation of high-impact visual content
- Implementation and management of Zoho CRM to optimise the sales funnel; mapping of customer touchpoints and improvement of the lead-to-customer conversion rate by [10%].
- Drafting of conversion-oriented copy (SEM copywriting) and organic search optimisation (SEO); management of segmented newsletters with a click-through rate (CTR) exceeding [5%].
- Strategic management of social media channels and Meta Business Manager campaigns; optimisation of cost per lead (CPL) with a [15%] reduction in unnecessary expenditure through A/B testing of creatives.

OTHER JOBS



Sales Assistant for Virtual Channels

MONDO CONVENIENZA

JULY 2023 – OCTOBER 2023

CATANIA



Back Office Operator Telecommunications

SIELTE S.P.A.

JUNE 2022 – NOVEMBER 2022

SIRACUSA



DIGITAL MARKETING STAGE

EUROVISION S.R.L.

FEBRUARY 2021 – JULY 2021

BRESCIA

HIGHER DIPLOMA IN MARKETING & COMMUNICATION

EDUCATION & TRAINING 2019-2021

ITS MACHINA LONATI, BRESCIA

EQF LEVEL 5

Specialization diploma obtained in Brescia, where I was able to explore all aspects of marketing, focusing on effective communication and the development of numerous projects to complete my exams.



TECHNICAL COMMERCIAL DIPLOMA IN BUSINESS INFORMATION SYSTEMS

EDUCATION & TRAINING 2013-2018

ITE GIOACCHINO RUSSO, PATERNÒ (CT)

EQF LEVEL 4

Economic and IT Diploma obtained in Paternò (CT), where I studied fundamental subjects for my academic and personal development, such as Economics, Computer Science, and Business Law.

