



<https://salvatorebarbato.com>



Salvatore Barbato

Aversa (CE) - **04/10/1994**

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SalvatoreBarbato6

I'm graduated in Naples in communication. I moved to Verona to specialize in **Marketing and Communication**.

Currently, as **Head of marketing**, I deal with digitalization and marketing management of business processes.

My **research field** is the analysis of data applied to marketing and the optimization of business processes through digital tools and knowledge of project management.

EXPERTISE

Marketing



- Professional communication plan
- Marketing planning ATL/BTL
- Marketing Automation tools
- Sales force management (Public presentation, Webapp, informative material)
- Packaging and product lifestyle analysis
- E-mail Marketing and Lead Generation
- Online Advertising (Google Ads, Fb & Ln)

Web Data Analyst



- Market analysis by product and sectors
- Customer Journey and buyer personas analysis
- Google Analytics - Google Tag Manager - Clarity
- Data Presentation - Excel / Google Data Studio
- Analysis online advertising costs
- Trend Analysis
- Dashboard and analytics report

Site Web Management



- Web languages: Html, Css, Javascript, jQuery
- CMS: Wordpress, Joomla, Prestashop, Bootstrap
- Tracking and monitoring website and social users
- SEO Expert / Local SEO
- Google Keyword Analysis

Project Management



- Complex project management (Kanban, Asana, Bitrix24, Trello, Gantt)
- Agile methodology / Scrum
- CRM management

Graphic



- Rastering images - Photoshop
- Vector graphics - Illustrator
- Graphic layout - InDesign
- Animations on the web



BUSINESS EXPERIENCES



Marketing Assistant - EDALab

- Marketing planning support
- Creation and implementation website project
- Creation of graphic material: brochures, sales proposals, manuals
- Contact management for email marketing and CRM: Mailchimp / Zoho CRM

March 2019 - July 2019

Marketing Specialist - imelight.com

- Definition business and sales proposal
- Marketing planning
- Planning and implementation corporate website
- Analysis, strategy and implementation SEO and Local SEO (Mybusiness)
- Data Analyst: Google Analytics, Google Ads, Tag Manager implementation
- Social Management: LinkedIn, Youtube, Instagram and Facebook (ads campaign)
- CRM management and email: TeamSystem
- E-mail marketing e Newsletter: Acymailing
- Remarketing campaign
- Weekly Report (Google Data Studio)

Results 12 February / 11 June: + 1338 users - + 9.63%

Conversion rate to goals - 4.18 € CPA (Cost per acquisition) - 70 Contact Goals (email, call) - 30% SEO acquisition

January 2020 - June 2020

Digital Specialist - Consultant

| Market research | Advertising campaigns | Websites creation | Project Management

- <https://www.salvatorebarbato.com>
- <https://omarcostenaro.it>
- <https://lucialanaro.it>
- Analysis and planning of the "C-One Team" e-learning platform for physiotherapists.

January 2019 - present

Marketing and Project Manager Adempitalia

- Annual marketing planning (Gantt project)
- Marketing automation system for managing and organizing contacts from various channels (WebApp, e-mail and social networks) in the CRM
- E-mail marketing automation (Mailerlite/ Jotform/Zapier)
- Social Management: LinkedIn, Instagram and Facebook (Socialmonials)
- CRM and management system (Bitrix24)
- Coordination with partner marketing departments
- Management offline marketing campaigns, communication material and sales force management (brochures, presentations and informative material)
- External Relations: radio, partners relations, software developer
- Project Management: organization through agile methodology of the technical department and management of internal software development

October 2020 - present



Salvatore Barbato
marketing expertise

EDUCATION AND PROJECTS >>>

EDUCATION

CERTIFICATIONS

Scientific high school

- Liceo Scientifico Giancarlo Siani (CE)
September 2008 - July 2013

Bachelor Business Communication

- Università Suor Orsola Benincasa (NA)
105/110
October 2013 - December 2016

Master's degree Marketing & Communication

- Università degli studi di Verona (VR)
110/110
Thesis: Integrated Omnishopper Journey
October 2017 - December 2019

Google Project Management Certificate

High-growth field of project management with a professional certificate developed by Google, +100h of lessons.
July 2021 - In progress

English B1 - PET Cambridge

- Preliminary English Test, B1
June 2016

Google Ads

February 2017

Google Analytics Advanced

June 2019

Google Tag Manager

June 2019

Samsung innovation camp

December 2019

PROJECTS

Accenture Digital Hackathon

- Development and presentation of a working prototype of the "Whelp" app. As a marketing specialist.
February 2017

Social Media Management

Personal brand of the master musician Giuseppe Rigliaco, development Facebook channel.
December 2019 - present

Event Management

Alibi Event, university event format. Project management, guideline graphic design (brochure, logo, video), instagram business page.
October 2019 - November 2019

SEO specialist Course

As a teacher for the course: Website Analysis, Seo content, Seo backend, Seo backlink
March - April 2019

For detailed information on the activities carried out and to consult my experiences in interactive:

<https://www.salvatorebarbato.com>


& Download Portfolio

I authorize the processing of personal data contained in my CV based on art. 13 of Legislative Decree 196/2003 and art. 13 GDPR 679/16.



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