

# Enrico MAURO

## Performance Marketing Manager

My strengths are interpreting big data and planning effective digital strategies.



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📍 Milan, Italy

in [Enrico Mauro](#)



[www.advagency.it](http://www.advagency.it)

## EDUCATION

### Master in Management & Digital Innovation

Università degli Studi di Milano Bicocca

Courses:

- *Social Media Management* • *Digital Management* • *Strategy* • *Organization* • *Big data and performance measures* • *Soft Skills*

### Bachelor's Degree in Marketing, Business Communication and Global Markets

Università degli Studi di Milano Bicocca

Courses:

- *Economics* • *Statistics* • *Marketing*
- *Communication* • *Information Technology*

## SOFT SKILLS

- **Communication:** I can expose and transfer complex technical concepts.
- **Problem Solving:** I interact with customers in order to understand needs and wants.
- **Flexibility:** I am flexible, I work in teams and autonomously, reaching goals with determination.
- **Decision Making:** I have good coordination and management skills for work projects learned during my training and work experience.
- **Team Work:** I have coordinated teams and business projects, always allowing people to achieve their goals while working in harmony.

## LANGUAGES

- **Italian:** Native
- **English:** Fluent
- **Spanish:** Academic
- **Portuguese:** Academic

## PROJECTS

- Amazon e-commerce  
*Strategic Consulting and Sales of Private Label Products on Amazon*
- Social Community: CNC Media  
*Facebook and Instagram Community (1M followers)*  
*Merchandising and Event Management*
- Abadir - Academy of Design and Visual Arts  
*Social Media Strategy Development*
- Italtel  
*Market Analysis of IoT Technologies*

## CERTIFICATES

- Facebook: • *Media Buying Professional* • *Media Planning Professional*
- ISIPM – Base at Italian Institute of Project Management
- Google: • *Google Ads Search Certification* • *Search Ads 360 Certification* • *Google Ads Fundamentals*

## WORK EXPERIENCE

### Senior Marketing Consultant

#### Facets

Milan, Italy

*03/2022 – Present*

### Paid Search Manager

#### Dentsu International

London, UK

*09/2021 – Present*

- Develop and manage a Paid Search team of 4 Executives
- Lead campaign management across search engines
- Data analysis and Reporting (Excel, SA360, Data Studio, GA)
- Optimize & manage digital media budgets (Over 10M year)
- leading the planning, execution and ongoing management of paid search campaigns
- Carry out health checks on Paid Search accounts to ensure they are set up to industry best practice
- Creating and leading the execution of development and testing plans including Beta test
- Implementing processes and practices that maximize operational efficiencies

### Senior Search Planner

#### PHD

London, UK

*01/2020 – 08/2021*

- Develop, manage, and execute paid media strategies for multiple clients at once across multiple geographies on Google and Bing
- Work closely with the account executives to coordinate the necessary data for presenting and communicating campaign strategies and reporting results to clients
- Track and manage digital media budgets
- Analyse ongoing results to identify PPC campaign trends and key insights to help meet and exceed client goals

### SEM Trainer & Quality Analyst

#### Cognizant

Dublin, Ireland

Lisbon, Portugal

*07/2018 – 01/2020*

- Implementing Optimization Strategies
- Auditing cases processed by the team
- Updating & Maintaining Quality reports
- Sharing Daily/Weekly/Monthly & Ad Hoc reports
- Sharing verbal & documented feedback
- Team Management
- Conducting Product Knowledge Tests
- Drive Quality Improvement initiatives