



Luca Marciano

Web Analytics & Digital Marketing Specialist

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Summary

My business is focused on **Web Analytics, User Experience** and **Digital Marketing**. My key responsibilities concern to setup, monitoring and analyzing the **Web Analytics tools** (Omniture SiteCatalyst, WebTrends, Google Analytics, At Internet, Radian6 are the most used by me); drafting of periodic reports with **Key Performance Indicators** and working on specific analysis on the clients' sites performances, aimed at optimizing these. I'm the **co-founder of the on line magazine AttoriCasting.it** (100.000 average monthly views).

Experience

- **Web Analytics & Digital Marketing Consultant** / 2014-now
- **Web Analytics Manager** / DNSEE / 2012-2014
- **Web Analyst** / YOOX GROUP / 2009-2012
- **Co-founder & CEO** / AttoriCasting.it / 2012-now
- **Content Manager** / CIAOPEOPLE NETWORK/ 2009-2010

Specialties & Tools

- Web Analytics (Omniture Site Catalyst, Google Analytics, Webtrends, Omniture Discover, At Internet)
- Social Media Marketing
- On line Reputation Management (Radian 6)
- Web Marketing (Google Adwords, MailChimp, Fb Ads)
- User Experience
- Search Engine Optimization

Education

- Bachelor's degree, Graduate studies, Digital Com. / University of Rome "La Sapienza" / 2007-09
- Graduate studies, Science of Communications / University of Salerno / 2002 - 2006

Certifications

- Google Analytics Individual Qualification / 2012
- ECDL Advanced for MS EXCEL / 2010

References

a list of major brands i worked for:

ENI / ALD Automotive / Veneto Banca / Telepass / Treccani / BNL / Yoox / Europcar / Wind / Expo/ Ferrari.

About me

I love internet, cinema, football and SSC Napoli, the famous team where Diego A. Maradona played. I'm falling in love with Polly, my sweetie dog.

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Top Projects

Yoox

Role: Web Analyst

Activity description: setup and configuration of **Omniure Site Catalyst** and Google Analytics platform; analysis and reporting for all Yoox web properties (e.g. yoox.com, thecorner.com, store.diesel.com, armani.com, ecc.)

Eni

Role: Web Analytics Consultant

Activity description: setup and configuration of **Webtrends** platform; analysis and reporting for all ENI web properties (e.g. eni.com, youandeni.com, ecc.)

Europcar Italia

Role: Web Analytics e Direct Email Marketing Consultant

Activity description: advanced setup and configuration of **AT Internet** platform; analysis and reporting for europcar.it; strategy and planning of Newsletter/DEM campaigns with **Neolane** platform and team management.

Wind Italia

Role: Web Analytics Consultant

Activity description: advanced setup and configuration of **Google Analytics** platform; tracking code implementation with Google Tag Manager, analysis e reporting for all Wind web properties (e.g. eni.com, youandeni.com, ecc.)

Expo 2015

Role: Web Analytics Consultant

Activity description: advanced setup and configuration of Google Analytics platform; tracking code implementation with **Google Tag Manager**, analysis e reporting for all Expo web properties (e.g. expo2015.org, tickets.expo2015.org, ecc.)