



LUCA MARCIANO

WEB ANALYTICS & DIGITAL MARKETING CONSULTANT



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SKILLS

Web Analysis
User Experience
Digital Marketing
Project Management

PROFESSIONAL SKILLS

WEB ANALYTICS

Adobe Analytics, Google Analytics, Webtrends, At Internet

SOCIAL MEDIA MARKETING

Facebook Ads, Twitter Ads, LinkedIn Ad

ON LINE REPUTATION MANAGEMENT

Radian 6

WEB MARKETING

Google Adwords, MailChimp
SEO Tools

CERTIFICATIONS

2012 & 2016

GOOGLE ANALYTICS
Individual Qualification

2010

ECDL Advanced for MS EXCEL

PROFILO

My key responsibilities concern to setup, monitoring and analyzing the Web Analytics tools (Adobe Analytics, WebTrends, Google Analytics, At Internet 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 (150k average monthly views, 30k registered users, 40k Facebook fans).

List of major brands i worked for:

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

EXPERIENCE

WEB ANALYTICS & DIGITAL MARKETING CONSULTANT

Roma | 2014 – now

Working with leading Italian brands, helping them to define the right KPI and the right way to monitor the on line business (goals funnel, e-commerce, events, custom dimension, etc) with Google Analytics and Tag Manager, Webtrends, Adobe Analytics, etc. Support in the implementation phase is completed with analysis and periodic reports.

WEB ANALYTICS MANAGER

DOING | Roma | 2012 - 2014

Head of web analytics activities, focused on optimize performance for customers. My business was on setup trackings in order to monitoring business goals, advanced configurations, consulting at the customer, final reporting. In the last six months I managed a junior resource.

EDUCATION

EDITORY, MULTIMEDIA COMMUNICATION AND JOURNALISM

Masters course
Sapienza Università di Roma
2009

SCIENCE OF COMMUNICATIONS

Bachelors degree
University of Salerno
2006

LINGUE

INGLESE 

INTERESTS

I love internet, cinema, football
and SSC Napoli, the famous team
where Diego A. Maradona
played..

WEB ANALYST

YOOX GROUP | Bologna | 2009 – 2012

Working in the Web Intelligence team as Web Analyst, my business was focused on carrying out complex analyzes to monitor the activities of all the e-commerce sites of the Yoox group, from the implementation phase to the report drafting.

CO-FOUNDER & ADMINISTRATOR

AttoriCasting.it | Roma | 2012 – now

I founded AttoriCasting with a dear friend, at first as an hobby. The goal was to create a meeting point between the supply and demand of work in the show business. I personally supervised the development, web marketing campaigns, tracking analytics, accounting at companies in the industry, newsletters / email. Now is the magazine of casting most popular in Italy, with over 30,000 members and 40,000 Facebook fans.

The team we manage includes also an editorial director, a social media manager and three editors.

TOP PROJECTS

YOOX

Activity description: setup and configuration of Omniture 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

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

HELLO BANK!

Activity description: advanced setup and configuration of Google Analytics platform; tracking code implementation with Google Tag Manager, analysis e reporting for all HB websites

EUROPCAR ITALIA

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

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. wind.it, windgroup.it, ecc.)

EXPO 2015

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.)

COOP

Activity description: setup and configuration of Google Analytics platform for the e-commerce website easycoop.com. Analysis and reporting.

TOP TRAINING EXPERIENCES (AS A TEACHER)**UNIVERSITY OF ROME "TOR VERGATA" | 2017**

Web Analytics Course at "Master in Economia e Gestione della Comunicazione e dei media"

UNIVERSITY OF ROME "TOR VERGATA" | 2016

Search and Social Media Marketing Course at "Master in Economia e Gestione della Comunicazione e dei media"

ALTA FORMAZIONE PRATICA BY SWEB | 2016

Master Class Google Analytics

FERPI | 2015

Web Analytics Course

CAMERA DI COMMERCIO DI ROMA | 2015

Web Analytics Course

PROCESSING OF PERSONAL DATA AGREEMENT

Under Legislative Decree 196/2003, I authorize you to process my personal data

Roma, 12/11/2017

Luca Marciano