

# FLAVIO LONGATO

MARKETING

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a: Schwyz, Switzerland



## EDUCATION

### BA Hons Business Management - Finance

University of Westminster  
London, England  
2008 - 2012

### International Bus. Admin.

Ipag, Ecole Supérieure de  
Commerce  
Nice, France  
2010 - 2011

## SKILLS

- Project Managing / SCRUM
- SEO / ASO / PPC
- Google / Facebook Ads /  
DoubleClick Digital Marketing
- Play / APP Store Connect
- Ahrefs / Search Metrics /  
SemRush / MOZ
- Screamingfrog / Deepcrawl
- Yandex / Bing Webmaster /  
Google Search Console
- Basic Python for Data
- Html & CSS
- Google Analytics, PIWIK,  
Webtrek, GTM
- WordPress, Magento, Adobe

## Other

- Nationality: Italian / Brazilian
- Residence: Switzerland (Swiss B  
Permit holder)

## PROFILE

I have over 10 years of professional experience in online marketing with a high level of understanding of product management, UX and Content / Outreach Marketing. My main expertise is the ability to generate traffic via search engine optimisation (SEO) and App Store Optimisation (ASO) for medium to large international companies.

I have been described as having "a mind that is extraordinarily characterised by analytical creativity" with a "solution-oriented" mindset. A "team player" which can "build and maintain relationships easily" and who has a "thirst for knowledge and self-improvement".

## WORK EXPERIENCES

### Head of Acquisition (SEO,ASO) - 80%

Smallpdf LTD | Feb 2020 - Present

Smallpdf is a small Swiss company that is in the process of "scaling up", I was hired to create a marketing team inhouse with the goal of increasing B2C sales.

- Created an in-house team of 12 amazing marketing individuals
- Established an SEO, ASO, Content / Outreach Marketing teams that increased traffic by over 400% in 16 months (17.5m to 70m monthly organic entries)

### Head of Marketing / Partner - 20%

Gipfel Marketing LTD | Nov 2018 - Present

An online marketing agency focusing primary on Search Engine Optimisation (SEO), Content Marketing, Site Internationalisation, PR and outreach marketing.

I work at Gipfel 1 day a week where I manage a team of 3 marketing professionals and am "Interim Head of SEO & Content" for JOIN.com. Marketing Advisor for Taxfix.de and various other companies.

### Head of SEO / ASO (100%)

Ifolor Group | May 2017 - Dec 2019 (2 years 8 months)

Ifolor is one of Europe's largest B2C digital printers and is market leader (90%> Market Share) in Switzerland and Finland.

I am responsible for managing all SEO / ASO activities of Ifolor Zurich AG and lead the team.

Milestones:

- Within the top 3 SERP rankings for 80% of money keywords.
- Achieved a consistent 25-30% organic traffic growth year-on-year
- Founded the SEO department at ifolor

## HOBBIES

- Portrait photography
- Mountain biking
- Paintball
- FPV Drone racing
- FPV Gaming

## LANGUAGES

- English – Native
- Portuguese – Native
- Spanish – B2

## WORK EXPERIENCES

### Senior Product Marketing Manager – SEO (100%)

Experteer.com | May 2016 – May 2017 (1 year)

A leading European job platform specialist in jobs for senior / executive candidates.

I led the Marketing team at Experteer and ensured that Experteer's job platform was fully optimized to answer all user query in all relevant search engines and social media networks

### International Marketing Manager – SEO (100%)

Ifolor AG | Mar 2014 – Feb 2016 (2 years)

I am responsible for all SEO activities of ifolor Switzerland, France, Italy, Germany, Sweden and Finland. In addition to this I also supported the performance marketing team with web analytics and tracking pixel management (GTM).

### International eCommerce / Website Manager (100%)

Ifolor AG | Oct 2013 – Mar 2014 (6 Months)

I am directly responsible for ifolor France, Italy and Austria, whilst assisting Norway and Sweden, my main goal is to increase site conversions by implementing marketing campaigns on Homepage, landing pages and directing inbound traffic to the most relevant parts of the website.

### Junior International Marketing Manager - SEO (100%)

Holidaycheck AG (LTD) | Jun 2012 – Sep 2013 (1 year 4 months)

Holidaycheck is Europe's largest hotel review portal with over 5 million reviews, images and user submitted content.

My primary responsibility was to ensure that all new markets platforms (.COM, .ES, .IT, .CZ, .RU, .CH) were optimized for SEO. I was also an internal SEO consultant and assisted many major company-wide projects. As an English native, it was also my task to ensure that all written content on .COM was accurate and relevant to our target audience.

## WHAT PEOPLE SAY ABOUT ME



**Akemi Aoki, PhD**  
Online Marketing at  
Smallpdf

July 30, 2021, Akemi reported directly to Flavio

...profound knowledge in SEO and long experience as a manager are notorious and make him an outstanding mentor...



**Tamara Marie Johnson**  
Senior Marketing &  
Communications Specialist  
at Schleuniger Group

July 16, 2021, Tamara Marie worked with Flavio in different groups

...what impressed me more is his ability to both lead the way for the team and tackle things himself, to both strategize at a high level and execute the nitty-gritty work...



**Elisa Chieno**  
Product and Performance  
Marketing at LinkedIn

July 31, 2019, Flavio worked with Elisa in the same group

Flavio is a brilliant mind and by far the most outstanding SEO expert ... great sense of humour make him a great addition to any team...



**Taras Struk**  
Backend Developer at  
sonnen GmbH

June 13, 2017, Flavio worked with Taras in the same group

...His good sense of humour and open mind always encouraged me and helped in dealing with the work challenges...



**Manfred Thurm-Kollenda**  
Director Consumer Business  
at Experteer

April 8, 2017, Flavio worked with Manfred in the same group

...If you look for somebody who knows his ways in SEO, fights for what he think is right, thinks ahead, and has a positive impact on the team spirit, you found the right guy!



**Jochen Barann**  
Chief Marketing Officer bei  
InstaMotion Retail GmbH

February 26, 2014, Jochen managed Flavio directly

Beside his knowledge, Flavio is just a great person to work with. I was really impressed by his strong will to make things done. You will never hear a "we cannot make this" – there is always an "I will figure out how we can do this".



**Sonia Custodero Rodriguez**  
Head of Marketing &  
Communication im  
Jobsharing bei Ifolor Group

February 25, 2014, Flavio worked with Sonia in the same group

...profound understanding of internet marketing and the ability to leverage online opportunities to the fullest. He is a very analytical person with a strong expertise in SEO...