FLAVIO LONGATO

ΜΑΓΚΕΤΙΝ G

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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.

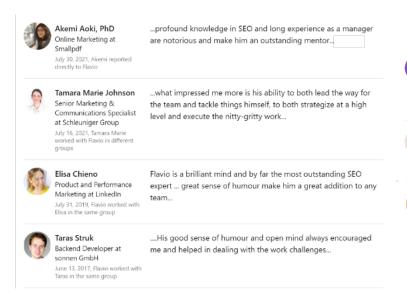
Junior International Marketing Manager - SEO (100%)

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





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





Head of Marketing & Communication im Jobsharing bei Ifolor Group February 25, 2014, Flavio wor with Sonia 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 Director Consumer Business the team spirit, you found the right guy!

> 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".

> ...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...