

GIULIO ARAMINI



CONTACTS

+39 346 1822261

giulio.aramini@gmail.com

giulioaramini.com

PERSONAL INFO

Born May 23rd, 1995
in Schio (VI) - Italy

B Driving License

RMNGLI95E23I531W

EDUCATION

HTML.it GROUP
Official Google Certified
Teaching Partner
2016

"Google Ads BASIC" and
"Google Ads ADVANCED"
courses

IUAV
(University Institute
of Architecture of Venice)
2014 - 2015

Attendance of the courses
of the Project Techniques
and Cultures department

LICEO CLASSICO "G. ZANELLA"
2010 - 2014

Highschool diploma in
classical studies



WORK EXPERIENCES

Digital marketing manager and Front-end developer

@ *Infoplus S.r.l. (Marostica VI - Italy)*

May 2015 - Currently

Analysis of the history of corporate Ads campaigns, correction of errors and improvements in settings and copywriting. Creation of more competitive campaigns, in-depth analysis and tracking through Google Analytics. Setting up remarketing campaigns with personalized target.

Improved SEO indexing of company websites through Google Search Console, structured data, metatag modification, renewal of relevant and complete content.

Creation of new corporate websites in a responsive perspective, from writing the HTML and CSS code to the use of WYSIWYG platforms (Wordpress, Square). Creation of responsive newsletters (creating custom code for any eventuality) and effective landing pages - great experience in email marketing.

Design and creation of brand identity, company logos, paper advertising material and web banners.

Graphic & Web designer JUNIOR and copywriter

@ *Area Immagine S.n.c. (Schio VI - Italy)*

Sep 2014 - Dec 2014

Creation of contents and titles for SEO optimization, use of Illustrator and Photoshop for the design of logos and representative graphics for flyers and/or posters, web-design for multifunctional portals.

Digital marketing specialist JUNIOR

@ *Zironda S.r.l. (Schio VI - Italy)*

Apr 2013 - May 2013

Global analysis of websites with subsequent correction of defects in terms of structure, graphic form, accessibility and content. Indexing on search engines and advertising through social networks (Facebook and Twitter).

WORK SKILLS

Thorough knowledge of Google Ads and Bing Ads online marketing platforms, as well as how SEO techniques work.

Mastery of HTML and CSS languages, Bootstrap and Materialize frameworks, website creation platforms (Wordpress, Square, Jimdo, etc.).

Distinct experience in the world of email marketing and the creation of newsletters that can be viewed consistently on different email clients and devices.

Good skills in editing images, videos and layout of documents for printing.

Excellent in the use of Microsoft Word, good knowledge of the Office package.

Skilled in drawing and writing, good creativity and artistic imagination, propensivity to use digital technologies, inclined to understand particular trends, styles and innovations concerning the fashion, music and digital world.

Softwares

Adobe Suite
OBS (Studio e Streamlabs)
Wordpress
Windows and MacOS

Visual Studio / Code
Gitlab
Office Suite
Email marketing platforms
(Emailchef, Contactlab)

PERSONAL SKILLS

Great speed of learning

Excellent self-taught skills

Ease in maintaining good relations with the public/colleagues

Attention to detail

Proactive and team player

Enjoy problem solving and love to have things done

Organized, efficient and schedule focused

Almost pro-level gamer

Basketball geek

Italian style and taste (thanks Mum)