FEDERICA FADDA

DIGITAL MARKETING SPECIALIST

OVERVIEW

Digital Marketing Specialist with experience in Performance Marketing. I managed paid traffic acquisition via Google Ads and I'm now focused on affiliate marketing. Previous experience with Social Media campaigns, editorial plans and communication strategy.

WORK EXPERIENCES

Digital Marketing Specialist
Jobtome | November 2018 - present

- Autonomously developed and managed a traffic acquisition channel in around 20 countries. Up until now, investments increased by 30% compared to 2021 and tenfold compared to 2020.
- Managed partnerships with each contact person and scouted new potential partners to scale up volumes and improve performances.
- Supported the creation and optimization of Google Ads campaigns and LinkedIn/Instagram communication strategy.

Marketing Operations Associate
Jobtome | January 2018 - October 2018

- Created, managed and optimized Facebook Ads traffic campaigns.
- Created editorial plans for the company's Social Media, specifically Facebook, Instagram and Linkedin and managed posts.
- Wrote ad copies for the company's Social Media and website and articles for blogs.

IT OPS Assistant & QA
Jobtome | April 2016 - December 2017

- Set up customer care, sorted users' emails and solved different types of issues.
- Supported different teams within the Engineering Dept., especially the Team in charge of dispatching newsletters.
- Developed the first Marketing activities, such as writing articles and posts for Brand Awareness.

Translator
SPA Società Prodotti Antibiotici | 2014 - 2016

- Translated scientific articles and essays.

EDUCATION

Università Cattolica del Sacro Cuore
Degree in Economic Linguistic Expert, Linguistics | 2015

- Grade: 104/110. Graduation Thesis on "Press releases: analysis, structure and communicative effectiveness. Examples from the online press room of the Smithsonian Museum". My studies focused on learning languages and their application in corporate context. I developed a particular interest in Marketing and Communication.

Science-oriented high school Vittorio Sereni
High School diploma with foreign languages specialization | 2010

- Grade: 83/100.

CONTACTS

- Lombardy - Italy
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SKILLS

- ●●●● Affiliate Marketing
- ●●●● Google Ads
- ●●●○ Facebook Ads
- ●●●● Creating content
- ●●●● Managing a traffic acquisition channel - Performance Marketing
- ●●●○ Excel

LANGUAGES

- Italian - native speaker
- English - C2
- German - A2