

DAVID FORNELLI

B2B & B2C DEMAND GENERATION |
SEO | WEB ANALYTICS | GLOBAL
MARKETING STRATEGIST



PERSONAL

Name David Fornelli
Nationality Italian & Spanish

CONTACT

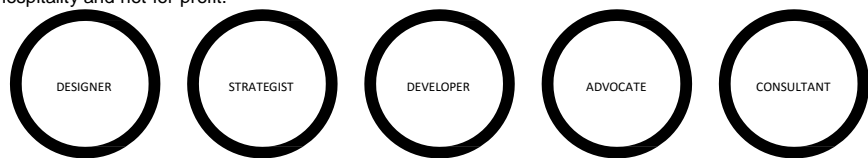
Mobile: (415) 505-1625
Home: (415) 506-9492
Email: DavidFornelli@outlook.com
Twitter: @DavidFornelli
City: San Rafael, CA

REFERENCES

Available upon request

PROFILE

I'm a knowledgeable and experienced solution focused digital marketer with hands on experience in revenue marketing, product marketing, multi-channel acquisition strategies (search engine marketing, organic search engine optimization, social media marketing, display advertising, native advertising, content marketing), conversion optimization, marketing operations, and web analytics. I have a well-rounded background in B2B and B2C marketing for both SMB and enterprise corporations in a wide range of industries ranging from e-commerce, IT, apparel, celebrities, publishing, social networking, travel & hospitality and not-for-profit.



WORK

2017-

Digital Marketing Manager / Lead Gen / SEO / Analytics

BPM LLP, San Francisco, CA, USA

My involvement is to provide a strategic direction for marketing technology and to build and execute internally & externally technologies & strategies. In addition; platform determination, benchmarking, messaging & audience identification. Capturing data / metrics for insights & best practices. Providing innovative ways promote campaigns & engagement while capturing targeting audiences.

I also project manage the execution of digital marketing campaigns/projects, engaging with a large group of internal stakeholders to collect business requirements and ensuring they're aligned with customer needs and defined through measurable business goals. I ensure that content on assigned sites will be relevant and discoverable, focusing on customer journey and leveraging web analytics and experimentation to define optimization strategies. I work with stakeholders to align content experiences with the company's UX/UI principles and to simplify path for customers to acquire our client's offerings (fee and paid).

View my full job description here: www.fornelli.info/#bpm

2010-2016

North America | Account Based Marketing Manager

FICO (Fair Isaac Corporation), San Rafael, CA, USA

Responsible for driving the Account based Marketing (ABM) programs at FICO in the NORAM region. Objectives include targeting strategic clients and designing a customized marketing outreach plan that results in the retention and growth of these accounts. Additional focus areas include Search Engine Optimization (SEO), improving FICO's digital marketing presence on all regional websites. Additionally, I'm the online brand reputation manager; maintaining the companies positive online image & reputation by promoting the right messages via the right marketing channels & developed short term & long term marketing strategies that have taken FICO's online social footprint from 30K total followers to over 100K+ followers within 10 months. I'm also the B2B global sales enablement strategic lead consultant with responsibility for creating an ongoing process for sales to consistently & systematically have a valuable conversation with the right set of customer stakeholders at each stage of the demand generation marketing funnel.

Previous job titles at FICO:

Digital Marketing Manager, Social Media Manager, SEO & Analytics Manager, B2B Lead Gen Strategist.

View full job descriptions and responsibilities here: www.fornelli.info/#fico

DAVID FORNELLI

B2B & B2C DEMAND GENERATION |
SEO | WEB ANALYTICS | GLOBAL
MARKETING STRATEGIST

EDUCATION

2007

AD COMPUTER SCIENCE

ITT TECHNICAL INSTITUTE, HENDERSON, NV
Studies focused in application development, IT project management, technical planning, and business case analyses. Created working prototypes for numerous server projects and desktop applications.

2002

BUSINESS ADMINISTRATION AND MANAGEMENT

UNLV, LAS VEGAS, NV
General courses.

ENTERPRISE EXPERTISE

WORDPRESS / DRUPAL / SHAREPOINT CMS

ADOBE CREATIVE CLOUD SOFTWARE

ELOQUA E9 & E10

HTML 5 / CSS3

DIGITAL METRICS & ANALYTICS

DEMAND GENERATION

LINKS



500px.com/fornelli



[Linkedin.com/in/DavidFornelli](https://linkedin.com/in/DavidFornelli)

HOBBIES



OUTDOORS



PHOTOGRAPHY



WEB DESIGN



BLOGGING



PHOTO EDITING



GRAPHIC DESIGN

SlideShare

My SlideShare account showcases my
passion for marketing
[SlideShare.net/DavidFornelli](https://slideshare.net/DavidFornelli)



DAVID FORNELLI

B2B & B2C DEMAND GENERATION |
SEO | WEB ANALYTICS | GLOBAL
MARKETING STRATEGIST

Personal Site

My personal website showcases my web developer skills as well as my other hobbies and portfolio.

DavidFornelli.com



DavidFornelli.com

Thank you