



DAVID FORNELLI

MARKETING STRATEGIST



PERSONAL

Name David Fornelli

Birthday October 1981

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REFERENCES

Available upon request

LINKS

 www.behance.net/fornelli

 www.twitter.com/davidfornelli

 www.linkedin.com/in/davidfornelli

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, publishing, social networking, travel & hospitality and not-for-profit.



WORK

2018 -

SEO & CRO MARKETING MANAGER

BLURB INC, SAN FRANCISCO, CA, USA

Managing SEO strategies to further increase the company's domain ranking. In addition, managing CRO programs to incrementally increase MOM & YOY revenue.

2017 - 2018

DIGITAL MARKETING MANAGER

BPM LLP, SAN FRANCISCO, CA, USA

Managing SEO, web analytics, e-mail marketing & demand generation strategies.

2010 - 2016

DIGITAL MARKETING MANAGER

FICO, SAN RAFAEL, CA, USA

Managing social media, web analytics, e-mail marketing & demand generation strategies.

EDUCATION

2007

AD COMPUTER SCIENCE

ITT TECHNICAL INSITUTE, HENDERSON, NV

2002

BUSINESS ADMINISTRATION

UNIVERSITY OF LAS VEGAS, LAS VEGAS, NV

SOFTWARE EXPERIENCE

ADOBE DREAMWEAVER / PHOTOSHOP (CC)

GOOGLE ANALYTICS 365 / TEALUM /

MICROSOFT DYNAMICS 365 / SALESFORCE / SQUARESPACE

SCREAMING FROG / MOZ / SEM RUSH / DEEP CRAWL

ELOQUA / PARDOT / MAILCHIMP

WORDPRESS / DRUPAL / SQUARESPACE