



DAVID FORNELLI

MARKETING/ADVERTISING PROFESSIONAL



PERSONAL

Name David Fornelli

Birthday October 1981

Nationality Italian / Spanish

CONTACT

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REFERENCES

Available upon request

LINKS



www.behance.net/fornelli



www.twitter.com/davidfornelli

PROFILE

I'm an experienced solution-focused digital marketing professional 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, and content marketing), conversion optimization, marketing operations, and web analytics. In addition, I have professional experience in analyzing customer usage and behavior data to apply to marketing and advertising strategies that support the customer journey from start to finish to optimize conversion rates across multiple platforms incrementally.



WORK

2021 -

SENIOR CORPORATE ADVERTISING / PAID MEDIA GLOBAL MANAGER

QUANTCAST, SAN FRANCISCO, CA, USA

In this position, I aim to efficiently scale our marketing/advertising efforts to protect ROI, analyze the market, and put in place for growth.

2019-2021

HEAD OF GROWTH MARKETING

QUANTCAST, 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.

2018-2019

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.

EDUCATION

2007

ASSOCIATE DEGREE – COMPUTER SCIENCE

ITT TECHNICAL INSTITUTE, HENDERSON, NV

3.4 GPA

2002

TELECOMMUNICATIONS ENGINEERING

UNIVERSITY OF LAS VEGAS, LAS VEGAS, NV

SOFTWARE EXPERIENCE

CREATIVE: ADOBE CREATIVE CLOUD SUITE / FIGMA / VIMEO / VIDEO TOOLS / YOUTUBE

CRM: MICROSOFT DYNAMICS 365 / SALESFORCE / SQUARESPACE / WORDPRESS

EMAIL: MARKETO / ELOQUA / PARDOT / MAILCHIMP

ANALYTICS: GOOGLE ANALYTICS / GOOGLE DATA STUDIO / HOOTSUITE / MOZ / SEMRUSH / DEEP CRAWL

ADVERTISING: ADWORDS / BING / QUANTCAST / FACEBOOK / TWITTER / LINKEDIN / YOUTUBE / INSTAGRAM

CMS: WORDPRESS / DRUPAL / SQUARESPACE / SHAREPOINT