

Lucio Zagonel

CONTENT MARKETING & SEO SPECIALIST

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PROFILE SUMMARY

Content Marketing & SEO Specialist with 3 years of experience in enhancing online visibility and driving organic traffic through creative strategies. Experienced in both digital agency and corporate environments, focusing on B2B and B2C content marketing for the travel and hospitality sectors. Skilled in creating diverse content that drives engagement and supports business goals. Seeking opportunities to leverage my diverse writing skills, eclectic content creation approach, and passion for growth in a dynamic content marketing role. Fluent in Italian (native), English, and Spanish, and with a good command of German.

SKILLS

PROFESSIONAL SKILLS Analytical Thinking | Attention to Detail | Adaptability | Research Skills | Writing Skills | Creative Problem-Solving | Time Management | Cultural Sensitivity | Multilingualism

TECHNICAL SKILLS WordPress | Elementor Pro | Bricks Builder | On-page SEO | Keyword Research | Technical SEO | Rank Math | Yoast SEO | Cookie Consent Management | HTML 5 | MailChimp | MailUp | Google Analytics 4 | Google Tag Manager | Google Search Console | MS Office Suite

WORK EXPERIENCE

DIGITAL CONTENT SPECIALIST & WEB DESIGNER — Remote Freelance | Trento, Italy | Jan 2023 - Present

- Website Rebuild: partnered with Of Projects to rebuild the Palaronda trekking portal, creating detailed informative content to enhance hikers' experiences.
- Website Development: designed websites and created SEO-oriented content to drive traffic and leads.

CONTENT MANAGER ITALY - Hybrid Your New Self | Barcelona, Spain | May 2023 - Nov 2023 (Fixed-term Contract)

- Managed content creation, translation, and editorial oversight for the Italian corporate website and blog, driving organic traffic, generating leads, and enhancing user experience.
- Crafted engaging articles, managed freelance writers, and conducted client interviews to enrich blog content.
- Ensured SEO-compliant content by collaborating with SEO on on-page optimizations, keyword research, and identification of opportunities for content creation.
- Led a project to update the FAQ section of the company website, aligning content with client interface developments and coordinating actions across the content team.
- Moderated community discussions, proactively addressing concerns to foster positive client relationships and maintain an active online community.

CONTENT MARKETING & SEO SPECIALIST — On-site Of Projects Digital Agency | Tonadico, Italy | Aug 2020 - Sep 2022

- Managed content marketing and SEO for 10+ clients, contributing to their growth and development.
- Crafted diverse and compelling content across various channels, including blog posts, landing pages, magazine articles, email campaigns, informational displays, brochures, promotional videos, social media content, and podcasts.
- Developed B2B email marketing campaigns tailored for restaurants, effectively acquiring new clients for the web agency.
- Managed social media accounts for diverse restaurant clients, enhancing their online presence and engagement.
- Collaborated closely with web designers to craft impactful landing pages, driving SEO traffic.
- Successfully managed a corporate blog, boosting organic website traffic by 18% and achieving industry recognition.
- Achieved a notable 15% increase in organic web traffic within six months for a client through strategic SEO.
- Resolved technical SEO-related issues, such as site architecture, duplicated pages, indexing problems, mobile-friendliness, sitemaps, internal linking structure, on-page SEO, canonical tags.
- Enhanced social media advertising CTR from 1.57% to 3.88%, optimizing campaign effectiveness.

EMAIL MARKETING INTERN — Hybrid

Barcelona Activa | Barcelona, Spain | Feb 2019 – Jun 2019

- Wrote web copy and implemented direct email marketing campaigns, gaining expertise in city branding methods applicable to my master’s degree thesis project.

TECHNICAL SUPPORT SPECIALIST — On-site

TMS-Europe | Tilburg, The Netherlands | Aug 2017 – Aug 2018

- Improved customer service team’s performance by simplifying and modernizing existing technical guidelines to make them user-friendly, demonstrating adeptness in content writing and communication.
- Provided solutions for a wide range of technical problems concerning CCTV systems and supported clients speaking Italian, English, and German.

ACHIEVEMENTS & VOLUNTEER EXPERIENCE

TALENT SCHOLARSHIP

2018

Pompeu Fabra University, Barcelona, Spain

VOLUNTEER EXPERIENCE

2008 - today

Church Choir Director | Catholic Church, San Martino, Italy

EDUCATION

M.A. IN COMMUNICATION MANAGEMENT | Pompeu Fabra University, Barcelona, Spain

2018 - 2019

GPA: 8.83 | Strategic Communication, Digital Marketing, SEO, Branding, Transmedia

B.A. IN PHILOSOPHY | University of Trento, Trento, Italy

2012 - 2015

GPA: 108/110 | Logic, Language, Theory of Knowledge, Philosophy of Science

LANGUAGES

ITALIAN: Native | **ENGLISH:** Fluent (C2) | **SPANISH:** Fluent (C1) | **GERMAN:** Intermediate (B2) | **DUTCH:** Intermediate (B1)

INTERESTS

GASTRONOMY: Excellent in Italian cuisine, I took cooking classes in Thailand and Laos, and I view gastronomy as a form of art.**CULTURES:** I traveled to 26 countries, lived in 4, and backpacked solo for 4 months.**MUSIC:** Organist and pianist for 10+ years, choir director for 6+ years, and deejay for 8+ years.**PSYCHOLOGY AND PHILOSOPHY:** Avid reader of books by influential authors such as Daniel Goleman, Alexander Lowen, Alan Watts, Alice Miller, Kristin Neff, Sigmund Freud, Karl Jung, Eckhart Tolle, et al.