

Barcelona, Catalonia, Spain
+39 (348) 109-2519
luciozagonel@gmail.com
<https://www.linkedin.com/in/luciozagonel/>
<https://luciozagonel.journoportfolio.com/>

Lucio Zagonel

Content Manager

With 2+ years of experience in content marketing and web analytics, coupled with 1 year in technical customer support, I am passionate about developing content strategies that combine creativity and a data-driven approach. Proficient in content management, copywriting, SEO, and web analytics.

Experience:

Content Manager Italy

Your New Self – Sant Cugat del Vallés, Barcelona, Catalonia, Spain – May 2023 to Present

- Wrote, translated, edited, and proofread content in Italian for the website Guidaestetica.it
- Acted as a Community Manager, moderating and engaging with the community on our portals
- Implemented on-page SEO techniques to optimize website performance
- Conducted client interviews to guide content generation
- Contributed to strategic marketing initiatives, crafting compelling campaigns for the Italian audience
- Managed freelance community moderators and ensured consistent standards
- Collaborated closely with cross-functional teams, like Customer Success, SEO, and Tech

Content Marketing Specialist & Digital Analyst

Of Projects Creative Communication Agency – Tonadico, Italy – August 2020 to September 2022

- Crafted compelling content, including landing pages, blog posts, magazine articles, email marketing campaigns, social media campaigns, video scripts, informational displays, podcasts, corporate books
- Achieved a 15% increase in organic web traffic over six months for a client through SEO strategy
- Improved the click-through rate (CTR) of a social media advertising campaign from 1.57% to 3.88%
- Created and managed a corporate blog, resulting in increased organic traffic to the website by 18%
- Designed and implemented creative content marketing strategies supported by web analytics
- Published 5 articles in trade magazines, as shown in my [portfolio](#)
- Enhanced web analytics performance by introducing custom event tracking using Google Tag Manager, while also monitoring KPIs through Google Analytics 4, Google Search Console, and Pixel
- Coordinated multiple photo and video shoots with freelance professionals and video-makers

City Branding Internship

Barcelona Activa – Barcelona, Spain – January 2019 to June 2019

- Wrote copy and implemented direct email marketing campaigns within a project by Eurocities, gaining expertise in city branding methods applicable to my master's degree thesis project

Technical Support Specialist, Level 1 & 2 – Italian, English, German

TMS-Europe – Tilburg, Netherlands – August 2017 to August 2018

- Improved customer service team's performance by simplifying and modernizing existing technical guidelines, distilling complex technical concepts into more user-friendly and accessible ones

Education:

Master of Arts in Communication Management

Barcelona School of Management, Pompeu Fabra University, Barcelona, Catalonia, Spain

Graduated 2019

Bachelor of Arts in Philosophy

University of Trento, Trento, Italy

Graduated 2015

Teaching Assistant (Internship) - Istituto Comprensivo di Primiero

Student Exchange Program

Perrydale High School, Dallas, Oregon, USA – January 2010 to July 2010

Technical Skills:

- CMS and Page Builders: WordPress, Elementor Pro, Visual Composer, WP Page Builder
- SEO: on-page SEO, sitemap, keyword research, meta tags, website architecture, redirect, Google Search Console, SEMrush, AnswerThePublic, Rank Math, Yoast SEO
- Web Analytics: Google Analytics 4, Google Tag Manager, Matomo
- Social Media Analytics / Ads: Meta Business Suite, Facebook Pixel, TrueSocialMetrics, Meta Ads Manager
- Email Marketing: MailChimp, MailUp
- SEA / PPC: Google Ads
- Basic Adobe Creative Suite (Photoshop, Lightroom InDesign), and basic HTML and CSS
- Microsoft Office Suite, Word, Excel, PowerPoint, Outlook

Certifications:

- Learning YouTube SEO | LinkedIn Learning | Feb 2022
- SEO Foundations | LinkedIn Learning | Nov 2020
- Google Tag Manager Fundamentals | Google | May 2021
- Google Ads Search Certification | Google | May 2021
- Google Analytics Individual Qualification | Google | May 2021

Language Certifications:

- Spanish Course (C1) | University Pompeu Fabra | Mar 2019
- English Certification IELTS – 8.0 (C1/C2) | British Council | Jul 2015
- German Course (B2) | Sprachenatelier Berlin | Jul 2013 | Certificate of Participation

Languages:

- Italian (native), English (C2), Spanish (C1), German (B2), and Dutch (B1)

Interests:

- **Travel and cultures:** I traveled to 25 countries, lived in 4, and backpacked solo for 4 months
- **Gastronomy and cooking:** Excellent in Italian cuisine, and took cooking classes in Thailand and Laos
- **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.