

MARCO MONTESENO

Junior Digital Marketer

PROFILE:

I am a passionate Junior Digital Marketer with a strong desire to grow and explore new opportunities within the dynamic digital ecosystem. I specialize in **Social Media Marketing (SMM)** and **Search Engine Optimization (SEO)**. I am currently completing my thesis at CAMA - Digital Marketing Academy, where creativity, strategy, and dedication shape my educational and professional journey, driven by my passion for art, design, and languages.

Born in Italy, I have lived in South America and Sweden for several years, gaining valuable international experience. I enjoy learning new languages and love to travel. In my free time, I volunteer as a Jehovah's Witness, an experience that has strengthened my cultural adaptability, communication skills, and ability to connect with diverse groups of people.

HARD SKILLS:

- **Graphic Design Principles** – Photography, video editing, raster and vector graphics
- **Market Data Interpretation** – Google Analytics, campaign performance analysis, reporting
- **SEO Strategies** – On-page and off-page SEO, keyword research and optimization
- **SEM Campaign Management** – Google Ads, ad auctions, ROI and performance analysis
- **Content marketing** – Content creation, strategy development, and marketing tools
- **Social Media Marketing (SMM)** – Profile management, editorial planning, performance monitoring
- **Email Marketing** – Design and automation of marketing campaigns
- **Digital Advertising** – Audience targeting and paid media strategies
- **UX/UI Web Design** – Wireframing, prototyping, website and user interface design
- **Marketing Automation** – Configuration and management of automated digital marketing workflows.

WEBSITE & PORTFOLIO:

montesenomarco.com



CONTACT:



+39 3289142187



montesenomarco@gmail.com



linkedin.com/in/marco-monteseno

EDUCATION:

- High School Diploma in Economics / Commercial Studies
- CAMA Digital Marketing Academy
- ECDL Certification
- ICDL Digital Marketing Certification
- Cambridge English B2 Certification
- SKE (School Kingdom Evangelizer) – Program for enhancing teaching skills

SOFTWARES:

- **Adobe Creative Suite** – Photoshop, Illustrator, Premiere, Audition, XD, Acrobat
- Canva | Mailchimp | Microsoft Office | Google Workspace

LANGUAGES:



Italian (native speaker)



Spanish (advanced)



English (intermediate)



Arabic (basic)