

ROBERTA NAPPI QUINTILIANO

INBOUND MARKETING SPECIALIST



EXPERIENCE

AVAST | Digital Marketing Teacher | 2023 - CURRENT

Digital Marketing Teacher for the courses given by the AVAST Association (Valencian Association of Support for the Gifted and Talented children).

Collaborating with the association for the creation of various services, as an expert in Digital Marketing.

LA MARCIANA | Inbound Marketing Specialist | Sept 2021 -

Leading content marketing, web design, Search Engine Marketing (SEM) and SEO strategy (on page and off page) related to different projects, particularly those related to the Fintech industry.

<https://lamarciana.es/sobre-mi/>

| CMO | May 2018 - June 2021

BITNOVO | Pressbrokers SL

In charge of the SEO, SMO, SEM, PPC strategy for Bitnovo.com and Bitsacard.com web platforms.

- Creation of the Bitnovo blog <https://blog.bitnovo.com> and the Bitsa Card blog: <https://blog.bitsacard.com>
- Responsible for Content Creation (web, blog, press releases) and Communication;
- Creation of graphic content / Web design.

Main achievements and results:

- Responsible for increasing the organic positioning of the brand by 70%.
- Penetration in the Italian, French and Portuguese market with the consequent increase in sales volume of 60%.
- Achievement of 12,000 active users in the first 5 months of product and app launch.

UNIKE GROUP | CMO | 2017 - 2018

In charge of the Digital Marketing Strategy for the following brands: Unike Houses, Unike Hotels, Food & Beverage Ibérica S.l.

Main achievements and results:

- Responsible for implementing the strategy for the digital transformation of the company.
- I achieved, together with my marketing and sales team, a significant increase in web traffic and, consequently, a greater amount of online and sales conversions.



PROFILE

Experienced Inbound Marketing and Content Creator Specialist with a passion for driving organic growth and engagement. Skilled in developing strategic marketing campaigns, creating compelling content, and optimizing digital channels to attract and nurture leads. Proficient in utilizing data-driven insights and implementing SEO strategies to maximize visibility and conversions. Adept at leveraging social media platforms and content management systems to build brand presence and enhance customer experiences. Committed to staying abreast of industry trends and continuously refining strategies for optimal results. Seeking opportunities to apply expertise and drive success in a dynamic marketing environment



MAIN HARD SKILLS

Inbound marketing	● ● ● ● ●
Web Design	● ● ● ● ○
Content	● ● ● ● ●
Graphic Design	● ● ● ● ○
SEO / SEM	● ● ● ● ●



MAIN SOFT SKILLS

Resolutive	● ● ● ● ●
Meticulous	● ● ● ● ●
Communicative	● ● ● ● ●
Assertive	● ● ● ● ●
Organized	● ● ● ● ●



LANGUAGES

English	● ● ● ● ○
Spanish	● ● ● ● ● ○
Italian	● ● ● ● ●



València - Spain



+34 600 390 377



www.lamarciana.es
www.miotrayo.com



robertaquintiliano1@gmail.com
roberta@miotrayo.com

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CONSORWEB S.L. | E-commerce Manager (B2C) | 2014 - 2017

Responsible for the development and implementation of communication and marketing plans (online and offline) for different E-Commerce projects.

Director of marketing strategies for Social Media management; Creation of marketing campaigns (Google Adwords and Facebook Ads) to build and strengthen the brand image.

Mobimento Mobile S.L. | Technical support Communication and Marketing | 2015 - 2016

Drafting of marketing plans for the development and expansion of the Company. Management of online webinars (Webinars) for users of the Hispanic-Italian market.

Main achievements and results:

With our communication and content strategy, we achieve more than 1 million active users worldwide.

LOREM AGENCY | DIGITAL MARKETING SPECIALIST ACCOUNT MANAGER | 2014 - 2015

Creation of Inbound Marketing strategies and automation campaigns (Marketing Automation). Organization of events to achieve brand recognition; Creation of communication/marketing plans.

EDUCATION

MASTER | UNIV of Naples 'L'Orientale' | 2003 - 2004
Master in Business Administration - Business Economics.

BACHELOR'S DEGREE | 1998 - 2003
UNIV of Naples 'L'Orientale'
Bachelor in International Relations (Political Science)

CERTIFICATIONS

Hubspot Academy | 2019
Inbound Marketing Certified

Infoserv S.r.l. | 2009 - 2010
Webmaster / Web Designer

International House Dublin | 2006 - 2007
English Course - Advanced Level (C1)

More detailed information available at: www.linkedin.com/in/roberta-nappi-quintiliano

More about me at: Interview with Zariance.com: <https://bit.ly/344xC5x>

Content created for the Bitnovo blog: <https://blog.bitnovo.com/author/marketing/>
and Bitsa Crad: <https://blog.bitsacard.com/es/author/roberta/>



COMPUTER

SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

Hubspot

Office Suite

DEVELOPMENT

WordPress

HTML 5 / CSS

Web Design

Technical SEO

PHP/MySQL



HOBBIES



Reading



Studying



Blogging



Computer



Music



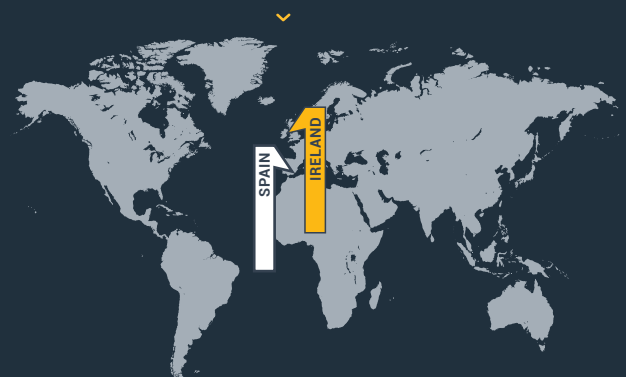
Traveling



Sport



EXPERIENCE ABROAD



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robertaquintiliano1@gmail.com
roberta@miotrayo.com