

ROBERTA NAPPI QUINTILIANO

Inbound Marketing Specialist & AI Educator



EXPERIENCE

KINEDRIK | Teacher of Applied AI in MKT | Oct 2025 – Present

- Teaching practical training programs focused on AI-driven efficiency for SMEs and freelancers.
- Optimizing and adapting instructional content to ensure the direct application of AI in Digital Marketing workflows.
- Training students in the strategic use of AI tools to automate SEO, content, and data analysis, significantly boosting their efficiency.

AVAST | Digital Marketing with AI Instructor | 2023 - PRESENT

- Leads programs teaching the practical application of AI, specifically Prompt Engineering and Content Optimization strategies.
- Drives workflow efficiency by integrating AI tools across SEO, digital marketing, podcasting, and web development pipelines.
- Responsible for developing high-level training content for gifted student programs.

LA MARCIANA | Inbound Marketing | Sept 2021 - PRESENT

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/>

BITNOVO | Pressbrokers SL | CMO | May 2018 - June 2021

In charge of the SEO, SMO, SEM, PPC strategy for Bitnovo.com and Bitsacard.com web platforms.
- Creation of graphic content / Web design.

Main achievements and results:

- Responsible for increasing the organic positioning of the brand by 70%.
- Led international market expansion 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.I.

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

AI Integration Specialist & Educator Highly experienced professional blending Inbound Marketing, Content Strategy, and Applied AI Instruction. Expert in designing and leading practical training programs focused on AI-driven productivity for businesses and freelancers. Proven ability to leverage data-driven insights and advanced SEO to achieve organic growth, while simultaneously teaching others how to integrate Prompt Engineering and generative tools to optimize marketing workflows, enhance engagement, and maximize visibility.



MAIN HARD SKILLS

Inbound marketing	● ● ● ● ●
Web Design	● ● ● ● ●
Content	● ● ● ● ●
Graphic Design	● ● ● ● ●
SEO / SEM	● ● ● ● ●
Generative IA	● ● ● ● ●



MAIN SOFT SKILLS

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



LANGUAGES

English	● ● ● ● ◐
Spanish	● ● ● ● ● ◐
Italian	● ● ● ● ●



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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

IA Generativa

DEVELOPMENT

WordPress

HTML 5 / CSS

Web Design

Technical SEO

PHP/MySQL



HOBBIES



Reading



Studying



Blogging



Computer



Music



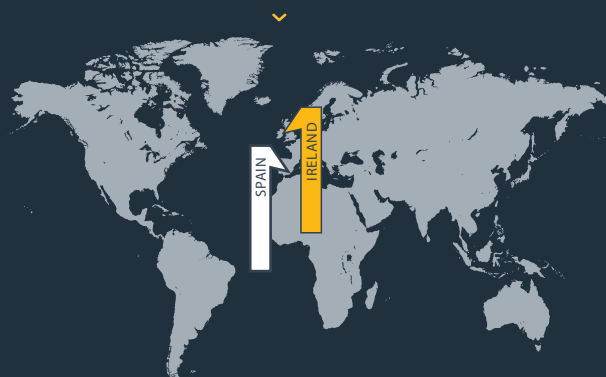
Traveling



Sport



EXPERIENCE ABROAD



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