Martino Cicerani

Digital Consultant & Marketing Specialist

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PROFESSIONAL PROFILE

Digital Consultant with experience in digital marketing strategy, media planning, budget and account management, external and internal communication, and team coordination. Experience gained with local and international clients in the automotive, fashion, healthcare and gaming sectors, with skills in SEO, social media, performance reporting and AI tools applied to digital transformation (Midjourney, Claude, Prompt Engineering, NotebookLM).

CORE COMPETENCIES

- Digital Marketing Strategy and product launch planning
- Media Planning and budget management
- Account Management, negotiation with local and international clients
- External communication: press releases, editorial articles, social media
- Internal communication and coordination of technical and working teams
- SEO and Biddable Specialist
- Performance Analysis and structured Reporting
- Digital Transformation and AI tools (Midjourney, Claude, Prompt Engineering, NotebookLM)
- Project and Product Management
- Problem solving, time management, active listening, synthesis skills, analytical skills

PROFESSIONAL EXPERIENCE

Digital Consultant — UM Italia ***August 2021 – present***

- Defined and presented annual strategies and product launch plans for automotive, fashion and healthcare brands.
- Media planning and budget management; negotiation of proposals; coordination of technical teams.
- Performance analysis and structured reporting for local and international clients, with strategic insights for campaign optimization.

Property Manager — Accomodation Facility ***April 2024 – present***

- End-to-end management of a tourist property in Terracina: guest relations, OTA platform management, website development and management, social media communication, technical maintenance.

Digital Media Planner, SEO Specialist, Social Specialist — Mediacom Italia ***May 2018 – May 2021***

- Operational management of digital campaigns, KPI monitoring and budget optimization for a gaming client (Sony PlayStation).
- Detailed performance analysis to evaluate the effectiveness of campaigns and implemented strategies.
- SEO and Biddable Specialist.

Digital Media Planner — Wavemaker Italia ***May 2017 – May 2018***

- Supported the planning and implementation of multi-channel digital campaigns.
- Optimized media campaigns.
- Created and presented structured reports.

Product Manager & Marketing Specialist — Numerosette.eu ***October 2015 – October 2016***

- Copywriting: web content and social content.
- Drafted projects, partnerships, collaborations and sponsorships.
- Press releases and editorial articles.

Sales Account & Event Planner — Euromeeting Group Srl ***April 2012 – December 2012***

- Managed negotiations and partner relationships for the allocation of exhibition spaces.
- Organized, coordinated and set up events within trade fairs (e.g. Fiera del Levante 2012).

EDUCATION

Master's Degree in Communication, Marketing & Digital Strategy — 24Ore Business School (2016 – 2017)

Master's Degree in Marketing and Communication Psychology — La Sapienza, Rome (2012 – 2015)

CERTIFICATIONS & AI COURSES

- Midjourney
- Claude
- Prompt Engineering
- NotebookLM

LANGUAGES

Italian — Native

English — Fluent

PORTFOLIO

Selection of projects developed independently by guiding AI models end-to-end. → **ADDITIONAL NOTE**

- **GitHub:** https://github.com/Cartesio89
- **Full-stack web app for an amateur football league:** https://ilcapodannodinainggolan.com/?guest&lang=it
- **SEO audit tool with a GEO focus (in development):** https://cartesio89.github.io/traq-av/
- **Money Track (personal finance tracker, public demo):** https://cartesio89.github.io/Moneymanager-demo/
- **Holiday House website:** https://holidayhouse-terrazzagalba.com/
- **Holiday House guestguide (site/app):** https://holidayhouse-terrazzagalba.com/guida-ospiti
- **Document management app (demo)** https://cartesio89.github.io/documenti-casa-demo/
- **Image Resizer:** https://image-resizer-mrmarteeno.netlify.app/
- **Job Application Assistant:** https://job-application-assistant-v2.netlify.app/
- **QR Code Generator:** https://cartesio89.github.io/qr-generator/
- **Klondike Rush (board game, digital demo):** https://cartesio89.github.io/Klondike-rush-Boradgame-demo/
- **Gioco Tamagotchi (requires Claude login):** https://claude.ai/artifact/QTwJ6WgowaGo53vMKhziYW

Marketing and Communication Project

- **Wacko's (snack) digital campaign:** https://cartesio89.github.io/piani-comunicazione/patarock/
- **Slamp (luxury design) marketing plan:** https://cartesio89.github.io/piani-comunicazione/slamp/