

# SIMONE PIETRO BARBONE



## PERSONAL INFO

**Date of Birth:**  
05/04/1988

**Current Location:**  
Desenzano del Garda  
Brescia - Italy

## DIGITAL MARKETER, COPYWRITER & AUTHOR

### SUMMARY

#### Key Competences (+8 Years of Experience):

Online Business Development | Online Advertising | Copywriting for Websites, Sales Letter, Email, Adv | SEO | Digital PR | Social Media Management | Email Marketing

#### Personal Projects and Websites:

- ✓ [www.simonebarbone.net](http://www.simonebarbone.net) (Italian personal website)
- ✓ [www.lavoraconnoi-italia.it](http://www.lavoraconnoi-italia.it) (Italian job & business blog)
- ✓ [www.blockchainecriptovalute.it](http://www.blockchainecriptovalute.it) (Italian blockchain & cryptocurrency news blog)
- ✓ [www.simtaster.com](http://www.simtaster.com) (romance writer blog: Sim Taster is my nickname)
- ✓ [www.ilcacciatorediscoop.it](http://www.ilcacciatorediscoop.it) (my romance website)

#### Key Reached Goals:

- ❖ **1 Million Unique Users per Year for my blog** Lavora Con Noi Italia ([www.lavoraconnoi-italia.it](http://www.lavoraconnoi-italia.it))
- ❖ **My Digital PR Campaigns at BexB Reached Local and International Media** (Il Sole 24 Ore, Reuters, Bloomberg, RAI Economia)
- ❖ **Experience as Head of Digital Marketing** for medium italian company **and International Experience** as Digital Account Manager for a **Multinational Company** (Microsoft, Dublin)
- ❖ **High Experience on Successful Client Management for Digital Marketing:** SMBs, Multinationals (e.g. Zalando, eBay, Nestlè, VISA), Media Agencies (e.g. GroupM, MEC Global, Carat) **Winning the Microsoft Team CSAT Survey**
- ❖ **Author of Job Solver** (online course for job seekers, available in italian language on Lavora Con Noi Italia) **and of "Il Cacciatore di Scoop"** (thriller romance, available in italian language on Amazon)

#### 4 Languages:

Italian Native | Professional English | Basic French | Basic Spanish

#### Main Interests:

Digital Business | Writing | Made in Italy | Blockchain & Cryptocurrencies | Movies & Books | Food Cooking | Fashion Business

**Contact:** [barbonesimonepietro@gmail.com](mailto:barbonesimonepietro@gmail.com) | +39 347 / 4357716

**Skype:** Simone Pietro Barbone

## TECHNICAL SKILLS & KNOWLEDGE

### Online Advertising & Affiliate Marketing

Adwords, Adsense, AppNexus, Facebook Ads, LinkedIn Ads, Criteo, Viralize, Teads, Tradedoubler, Zanox, ClickBank, AdForm, AdMotion

### SEO

SemRush, SeoZoom, SEO Yoast

### Lead Generation

OptimizePress, LeadPages, OptinMonster, ThriveLeads, Sumome

### Social Media Management

HootSuite, Buffer, Buzzsumo, Facebook, Twitter, Instagram, LinkedIn, Google Plus, Pinterest

### Email Marketing

Active Campaign, GetResponse, Mailchimp

### Web Analytics & Reporting

Google Analytics, Microsoft Excel, SimilarWeb

### Web Content Management

Wordpress, Blogger, Visual Composer, Weebly, Wiz

### Web Development

HTML, CSS

### Public & Media Relations Presentations

Microsoft: Word, Excel, PowerPoint, Outlook, Publisher, Adobe Photoshop, Video Editing

### Web Design

Adobe Photoshop, Canva.com, Sumopaint, Microsoft Publisher

**Facebook:** <https://www.facebook.com/simonebarbonedigitalmarketing/>

**Twitter:** <https://twitter.com/spbarbone>

**LinkedIn:** <https://www.linkedin.com/in/simonebarbone/> (+30k connections)

## EDUCATION

### Spanish Language Course [Basic Level Certification]

August 2017, Don Quijote - Barcelona, Spain

### Bachelor Degree - Business Management [Final Vote: 97/110]

Oct 2007-Mar 2011, University of Studies of Brescia, Italy

### English Language Course [Upper Intermediate – Certification]

August 2013, EC School - Malta

## EXPERIENCE

### Founder at BlockchaineCriptovalute.it

Dec 2017 – Ongoing (Italy)

- ✓ Writing News, Opinions & Interviews | Online Adv | Press Releases
- ✓ Audience: Blockchain & Cryptocurrencies Curious | Entrepreneurs | Investors | Workers | Journalists

### Digital Marketing Consultant (Own Business)

Nov 2014 – Ongoing (Italy)

- ✓ Strategic Consulting and Services for Italian SMBs
- ✓ Target: B2B | Consulting | Services | Blog & Media

### Founder at Lavora Con Noi Italia

Sep 2012 – Ongoing (Italy)

- ✓ Writing News, Guides & Interviews | Online Adv | Affiliate Marketing | Sponsored Content
- ✓ Audience: Job Seeker | Recruiter & Head Hunter | Managers & Entrepreneurs | StartUp | Investors

### Digital Advertising Account Manager at Microsoft

Oct 2013 – Nov 2014 (Dublin, Ireland)

- ✓ Display & Performance Advertising Campaign Management, Optimization & Reporting
- ✓ Key Account Management: Major Companies (e.g. Zalando, eBay, Nestlè, VISA) & Media Agencies (e.g. GroupM, MEC, Carat)

## **Head of Digital Marketing at BexB (B2B Online Barter Company)**

Jan 2011 – Oct 2013 (Brescia, Italy)

- ✓ Global Digital Marketing & Communication Strategies
- ✓ +3000 % Lead Generation (from 10 to 310 leads in 1 year)
- ✓ BexB Brand Development to International Press & Media

## **Digital Marketing Research Executive at BexB**

Oct 2010 – Dec 2010 (Brescia, Italy)

- ✓ University Internship
- ✓ Best Intern Performer (CEO chose me for a job)

## ***REFERENCES***

Please, find all my references on LinkedIn:

<https://www.linkedin.com/in/simonebarbone/>

Written References available on request.

## ***PORTFOLIO***

Please, find my portfolio on SimoneBarbone.net:

<https://www.simonebarbone.net/portfolio/>

## ***PRESS RELEASE***

- ↘ [Baratto e Moneta Complementare: così le PMI combattono il credit crunch](#), Il Sole 24 Ore
- ↘ [Thrifty diners barter goods for food in Florence](#), Reuters U.S.
- ↘ [Boom della moneta complementare: come fare affari senza spendere un euro](#), Affaritaliani
- ↘ [La Moneta Complementare EuroBexB](#), Rai Economia

Please, find all my press releases on SimoneBarbone.net:

<https://www.simonebarbone.net/rassegna-stampa/>

