



# VALERIO TAIOCCHI

www.valeriotaiocchi.com

I'm an Event, Marketing and Project Manager able to adapt Management and business needs upon multiple projects in Tech, Data, Media, Entertainment, Sport, life Style & Culture. My Portfolio include: DNX, Betapitch, Siemens, Volkswagen, Audi, Daimler, Deutsche Bahn, Google, Arkk, Patagonia, Nike, Adidas, Babbel, Amazon, Berham Customs, Beehero, Sonar Festival, Amsterdam Dance Event, Razzmatazz, I like Media GmbH, Freifläche Berlin (Degewo), Samana, Michael Bjiker, Yogataio.

## ONLINE MARKETING

### Online Marketing manager: SEO focused

2021 - present | Yogataio - PT - Remote

- Organic users Aquisition
- Content plan & SM strategy
- SEO: Keywords strategy & campaigns

### Online Marketing manager: SEO focused

2022 - 2023 | Greens Unlimited & Schildkröte GmbH - DE- Hybrid & Remote

- Off & Online marketing strategy
- Website presence + relaunch
- SEO strategy
- SM + Pinterest Marketing

### Online Marketing Manager: SEO focused

2022 - 2022 | Taskit GmbH - DE - Hybrid & Remote

- Keywords research, strategy & campaign
- Web & content audit
- Website optimization + Landing pages

### Online Marketing Manager: SEO focused

2021 - 2022 | Samana - DE - Remote

- Keywords research, strategy & campaign
- Web & content audit

### Online Marketing manager: SM focused

2021 - 2021 | Yogalap - PT - Remote

- Organic campaigns
- Data analyst, CRO optimizations
- Funnel strategies

### Marketing Manager

2021 - 2021 | Freifläche Berlin - DE - Hybrid

- Implementing go to market strategy
- Market research
- Competitors analysis

## EVENT MANAGEMENT

### Project & Event manager

2016 - 2019 | Betahaus GmbH - DE

- Planning, producing & managing different event formats
- Crossfunctional team leader of 20+ staff member
- Account & stakeholders management: 150+ third parties
- Managed budget: €50.000 - €200.000

### Event operation manager

2015 - 2016 | Nascondino World championship - IT

- Event management & logistic: securities, stuearts, game area, food area
- Account & stakeholder management:
- Team leader: 50+ staff

### Event Marketing manager

2015 - 2015 | Amsterdam dance vent - NL

- Event management
- SM & press responsible: 1000+ database contacts, 10 SM channels
- Stakeholders management: 20+

### Founder & Operation manager

2013 - 2016 | Inground Bookings - Worldwide

- Artist management & bookings: Contract, Brand management, press
- Booking logistics & finance: Flights, venue contracts, hotels
- Content marketing: Backlinks, interviews, podcasts, features & social media

### Founder & Operation manager

2009 - 2016 | SelectElect event agency - EU

- Relationship & Account manager: 200 labels, clubs & agency
- Crossfunctional head of event production: 150+ events sold yearly
- Managed event budget: €10.000 - €70.000

## WORKS EXPERTISE

- Planning & production of events
- Lead generation & marketing strategies
- Competitors analysis
- Data analysis
- SEO - on/off page - SEO - Campaigns
- Communication strategies
- Community management
- Risk management & operations
- Stakeholders management
- CRO optimization

## CORE SKILLS

- Problem solver
- Leadership
- Teamwork
- Perseverance & resilience
- Analitic thinking
- Organized

## LANGUAGES

- ITALIAN: mother tounge
- ENGLISH: C1 written & Spoken
- GERMAN: C1 Spoken, B2 written
- SPANISH: C1 Written & Spoken
- PORTUGUESE: B1 Written & Spoken

## DIGITAL SKILLS

- SM (FB business manager, Instagram, Pinterest)
- CRM - inbound (Hubspot)
- PM Softwares ( Asana, Trello, Jira, Monday)
- CMS (Wordpress, wix, squarspace, prestashop, shopify)
- GOOGLE: Analytic, search console, my business
- SEO Tools: SEO powersuite, Screaming frog, Sistrix
- MICROSOFT: Word, Excel, Powerpoint

## UNI, CERTIFICATES & ADVANCED TRAININGS

- BA Media & Creative industries (university of East London)
- BTA: Content marketing, SM, conversion & usability optimization
- Google analytics advanced certificate
- SEO infinity
- Scrum PM
- IELTS: English language certificate

## CONTACT INFORMATION

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