

GIACOMO IOTTI (Jack)

Performance Marketing | Web Analytics

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Currently living in Dublin (Ireland), looking to relocate as soon as needed



RELEVANT WORK EXPERIENCE

Digital Analyst (eCommerce) - interim

Eason Ltd, Dublin (easons.com)

Apr '20 – Present

Eason offered to hire me back on a temporary basis after being laid off from Walks due to COVID-19. I am working on three projects: SEO restructure, product recommendations implementation and product carousels tracking and analysis.

Customer Acquisition Manager (SEM & Paid Media)

Walks LLC, Dublin (takewalks.com)

May '19 – Apr '20 (1 year)

After bringing paid search in-house, I performed a turnaround which resulted in +24% revenue and +11% ROAS YoY between Nov '19 and Feb '20. (\$2mIn annual budget across US, UK, AUS & NZ).

Launched Facebook Dynamic Ads delivering a 7:1 ROAS.

Launched Criteo retargeting ads delivering a 6:1 ROAS.

Led the implementation of Google Tag Manager, data-layer and Enhanced eCommerce Tracking. With two developers assigned and a two-month timeline, the project delivered a solid and scalable online tracking infrastructure ([case study](#)).

Provided the C-level team with live dashboards around customer behaviour analysis and advertising performance.

Digital Marketing Executive (Paid Acquisition)

Eason Ltd, Dublin (easons.com)

May '17 – May '19 (2 years)

Delivered +20% eCommerce revenue and +27% ROAS (YoY 2018 vs 2017) through Google Ads, Facebook Ads and the Affiliate Program.

Launched Google Shopping and Facebook Dynamic Ads managing a product feed of over 400k products.

Managed and grew the online partnership program, working with large partners like Three, SuperValu and Groupon.

Mentored and trained a Digital Marketing Assistant who was then promoted to the executive level.

In the media:

- [Eason books 31% rise in web sales over Christmas](#)
 - [Businesses & Three customers benefit from 3Plus](#)
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Google Ads Specialist (UKI/Italy/Israel)

Arvato (Google project), Dublin

March '16 – May '17 (1 year)

EDUCATION

Master of Science in Digital Marketing (first class honours)

UCD Michael Smurfit Business School, Dublin

2016 – 2018 (part-time classes)

Post-Graduate Diploma in Music Business (with scholarship)

LUISS Business School, Rome

2012 – 2014 (including internship)

Bachelor of Science in Business Administration & Marketing

University of Parma, Parma, Italy

2008 - 2012

LANGUAGES

English, Italian (native)

MOST PROUD OF

Google feed-driven search ads implementation

Created a Google Ads automation for writing hundreds of book-specific ads at once. Read the case study [here](#).

Workshops and presentations I gave

I gave guest lectures about Google Ads and Google Shopping to Trinity College and UCD masters students.

My achievements in music

I played at the 2018 [Electric Picnic Festival](#) with my band [MOTIONS](#). I also composed and produced soundtracks for several short-films and a successful [Italian movie](#).

OTHER RELEVANT SKILLS

Web Analytics

Advanced Google Analytics, Google Optimize and Google Tag Manager user. I implemented Enhanced eCommerce Tracking, Single Page Apps Tracking, A/B tests and more.

Data Analysis

Advanced Google Sheets, Excel and some SQL (used in Walks to query the internal database) for sales and customer behaviour analysis. Currently studying Python.

Data Visualisation

Advanced Google Data Studio and some experience with Tableau. I built live dashboards that are widely used across the digital teams in Walks and Eason.

Web Development

Intermediate Javascript that I use for Google Sheets and GTM Scripts and basic working knowledge of HTML and CSS.

Content Writing & SEO

I write blog articles about digital marketing and eCommerce for clients. E.g. [The 5 Most Important Google Ads Metrics](#). Strong understanding of SEO best-practices & tools using Ahrefs and BrightEdge.