

Susanna Botter

Digital Marketing Strategist

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Professional Profile

Digital Marketing Specialist with **more than three years of experience** designing and executing **multichannel campaigns** – **paid media, SEO, email automation and social media management** – aimed at maximizing **ROI**. I've managed a portfolio of **300+ clients and agencies**, overseeing the full process from performance data analysis to **data-driven strategy**, in constant **cross-functional collaboration**.

A professional path rooted in **visual storytelling** and **language-based communication**: a background that blends **creative sensibility and analytical method**, translating into the ability to build effective and recognizable communication for brands.

Skills

- Digital Strategy
- Performance Marketing
- Data Analysis
- Reporting
- Budget Planning
- A/B Testing
- Paid Media
- Content Strategy
- SEO
- SEM
- Marketing Automation
- Email Marketing
- Social Media Management
- Generative AI for Marketing
- Project Management
- Storytelling
- Copywriting
- Web Content Management
- Visual Content Production
- Sustainability Strategy

Professional Experience

- Digital Marketing Strategist2026

DMIND · Omnichannel communication agency · Venice, Italy

 - Design and execution of **multichannel communication campaigns** aimed at conversion across Google, Meta, TikTok, LinkedIn and Pinterest
 - Planning and management of **advertising budgets** through structured media plans to maximize **ROI**
 - End-to-end management of **e-commerce campaigns** focused on sales and **ROAS**
 - Creation of **performance dashboards** (Looker Studio) to turn data into **actionable insights** for clients
 - Management of tracking and **data quality** (GA4, Google Tag Manager) and integration of **generative AI** tools into creative processes
 - Cross-departmental coordination within the agency and presentation to clients of **reporting on results** from digital strategies and of **strategic proposals**
- Digital Marketing Consultant2025

Google · Barcelona, Spain

 - Management and **strategic consulting on Google Ads** for a portfolio of **300+ agencies**, through proactive meetings
 - Creation, monitoring and optimization of **multichannel campaigns** (Search, PMAX, Lead Gen, Display, Video) using **generative AI (Gemini)** to improve creative assets and copy
 - Planning, allocation and **budget forecasting** to maximize advertising spend efficiency
 - Identification of **cross-sell and upsell** opportunities through **data insights**, with tracking in Connect Sales
 - Running **A/B testing** and **audience segmentation** to refine targeting and performance

Digital Marketing Specialist

2024

Rebula · Digital creative agency · Venice, Italy

- Management of clients' **digital presence**: website updates (WordPress, Elementor), blogging and **SEO/SEM strategies**
- Launch and optimization of **Google Ads and Meta Ads campaigns** to increase leads, sales and visibility
- Creation of targeted **email marketing** campaigns (Mailchimp, Klaviyo, Brevo) focused on **segmentation and automation**
- Production of **visual content** using Adobe Creative Suite, Canva and **generative AI** tools (ChatGPT, Midjourney)
- Monitoring of **KPIs** and management of **end-to-end projects** across multiple clients in parallel
- **Cross-functional collaboration** with agency departments and participation in client presentations on reporting and **strategic proposals**

Content Specialist

2023

Oplà Digital · Communication agency (freelance) · Padua, Italy

- Planning and creation of content and visuals for **organic and paid campaigns**, for **B2B and B2C** clients in the creative and lifestyle sectors
- Management of **social media profiles** and community interactions to grow **engagement**
- Application of **SEO strategies** to improve online visibility and traffic
- Coordination of **brand consistency** across platforms through **integrated communication**
- Organization and coordination of **in-person events** to support brand strategies

Education

Master's in Green Economy & Sustainability Management

Radar Academy · 2024–2025

Master's Degree in Web Marketing & Digital Communication

IUSVE, Venice · 2020–2023

Bachelor's Degree in Languages and International Relations

Ca' Foscari University, Venice · 2017–2020 · including one year of Erasmus+ in Valencia, Spain (2019)

High School Diploma in Audiovisual Communication Sciences

I.I.S. Scarpa-Mattei · 2012–2017 · including one semester abroad in Brisbane, Australia

Portfolio

www.susannabotter.it

Languages

Italian — Native

English — Advanced

Spanish — Advanced