

Tobia Donati

Digital Project Manager

Personal Information

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Profile

Digital project manager with a track record of delivering B2B and B2C projects with expertise in user experience research, design, development and testing.

- Proficiency with analytic tools and use of Excel (formulas, macros, basics of VBA).
- Efficient and regular creation of report presentations for stakeholders
- Experience in UX and UI research, design and testing
- Strong SEO and analytical skills.
- Experience with lean and agile methodologies
- Five years+ experience in website optimisation.
- Experience in the creation of complex online services and ability to follow every step of its creation from copywriting to engineering including design, sketch and mockup working with stakeholders.
- Great communication and adaptation skills are the result of higher study and heterogeneous professional experiences.
- Excellent problem solving attitude thanks to lateral thinking.

Professional Experience

07/2013 > 08/2015

Moravia | 850+ employees worldwide | **Dublin, Ireland**

Provider of translation, localisation and testing services for the creation and the management of web content.

International Site Manager for support.microsoft.com

As ISM I was responsible of the quality and the timing of the content delivery on support.microsoft.com. I coordinated the publishing process from its creation to the formatting on the live site through its localization.

My daily activities involved:

- participation in UAT (user acceptance testing),
- SEO optimization of the content and keyword analysis,
- html bug fixing,
- internal processes optimization
- creation of report for stakeholders and analysis
- design of improvement proposals

Also I created best practice for the use of online resources as Sharepoint, Yammer, Skype, Outlook to improve internal communication processes.

06/2012 > 06/2013

Lionbridge

5000+ employees worldwide | **Dublin, Ireland**

Leading provider of translation, development and testing solutions for the creation of web content globally

Field Engagement Manager for XBOX.com

As a Field Engagement Manager I managed the communication with Xbox subsidiaries for the EMEA region which includes 23 markets, 25 sites and 17 languages.

Key point of my role was to help the subsidiaries in the understanding of all opportunities related to a good use of the web including the content publishing on Xbox.com, the conversion rate improvement, the general growth of all digital marketing activities.

Thanks to a tool based on Excel developed entirely by me we were able to cut by 50% the cost of the translations and reduce from 3 days to 20 minutes the time needed to handoff the content to publish on xbox.com on a weekly basis.

01/2011 > 02/2012

Technogym

2200+ employees in EMEA | **Cesena, Italy**

Worldwide leader in products and services for physical fitness.

Digital Project Manager

I enabled all local branches of our global company to be easily accessed from all local search engines (eg. Google.co.uk, Google.it, Google.*, Yandex, Baidu, Yahoo, etc.). On top of this I was responsible of the maintenance of the global content on Technogym.com through a dedicated CMS.

I was also tasked with creating, designing and managing the features of online services in order to grow the percentage of organic visits from 30% to 40%. I accomplished this task by enhancing url's, such that the type of training, type of equipment, product line, and product name were all included as part of the url itself. I then updated the xml file to Google in order to reflect all temporary (303) and permanent (304) changes.

To double our conversion rates, my team and I had to utilize a multi-pronged attack plan, including the adding of new multimedia content, the optimization of forms for data collection, analyze user behaviour, layout and detail design changes (to improve UX), managing the outsourcing web agencies needed, and adopting the most appropriate SEO and SEM strategies.

11/2009 > 12/2010

Casa.it property of the REA group

700+ employees worldwide | **Milan, Italy**

Italy's #1 property site - over 3 million unique visitors / month

Web Content - Project Manager

As Project Manager I was involved in all aspects of web development:

- brainstorming new procedures
- creating and designing user experience for industry professionals
- testing and analyzing users behaviour

I was in charge of content marketing for our newsletter and online magazines:

- defining kpi
- creating, designing, developing, and sending monthly newsletter
- overseeing the content team for the online magazines and all related social media
- managing multimedia web content

Freelance experiences

Gromia srl - 12/2013 > 12/2014

10< employees in Italy | **Milan, Italy**
Start up in online real estate market

Head of content marketing

The mission that was given me and that I accomplished was to create from scratch a multi author blog about market related topics. I reached this goal by writing contents to attract and hire bloggers and passionate about the real estate world other than design and perform the SEM, SEO and social strategies needed. I recruited 20 authors in 2 months and defined a content plan for 12 months with an average of 2 articles per week.

Mikamai srl - 03/2008 > 10/2009

10+ employees in Italy | **Milan, Italy**
Boutique web and communications agency - serving international customers

Project Manager - Account

I'm proud to have been part of the start up team for this agency, project managing for our core clients: SAP, Ebitemp, Casa.it (member of the REA group), Angelini pharmaceutical, Travel Trade Italia.

Moreover, I covered different roles as the community manager and web content and web site quality assurance officer.

Grafica BGC - 2007 > 2012 occasional consultancy

Imola, Italy
Web and communication agency - serving national customers

Web Consultant - Portfolio Manager

- customer care
- web site development
- web site traffic growth
- web site user interface
- online marketing, pay per click (PPC), and search engine marketing (SEM)
- search engine optimization (SEO), and technical solutions

Education

[University of Bologna](#) - 10/2005 > 03/2009

Degree in communications sciences

My **new media semiotics** thesis was entitled:

“Social and corporate Networks - An analysis and comparison of the corporate use of social networks”.

[University of Amsterdam](#) - 09/2014 > studying

Master in Human Centered Multimedia

Languages

Italian

Mother tongue

English

Fluent - Toefl 94/120

Spanish

basic

Technical skills

CMS

Wordpress, Joomla, Drupal

Coding

Html and css, basics of PHP, Javascript and Ruby on Rails

Graphics

Adobe web creative suite (photoshop, illustrator, bridge)

Office

I'm able to create my own excel macros, word and ppt templates, visio flows

Analytics

Google Analytics, Comscore, Excel

Sketches

Draw many sketchnotes to explain processes to team mates other than develop mockups

Marketing and advertising

Google Adwords, Doubleclick, Facebook ads, Bing ads

Fast learner of new application and process.

Interests / Hobbies

Photography (I have a [published book!](#)), digital graphics, visual arts, web design, I play bass (I have a [produced album!](#)), I make a mean banana bread.