**Mobile: +44 77 376 379 39**

**Email:** [**francesco.curatolo@gmail.com**](mailto:francesco.curatolo@gmail.com)

**URL: francesco.curatolo.com**

**Francesco Curatolo**

**Key professional skills & experience**:

* Knowledge of multiple ad serving technologies
* Strong communication, presentation, and interpersonal skills (written and oral)
* Bilingual in English and Italian. Fluent in Spanish.
* 10 years in digital marketing
* Management of multimillion pound budgets and global accounts
* Team management & coaching

**CAREER SUMMARY**

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**iCrossing UK, Director of Paid Media | London, UK**

**January 2016 – Present**

Responsible for overseeing iCrossing’s full portfolio of clients (core focus is M&S), providing strategic and operational leadership on the overall direction of the paid media activity.

Leading relationships with senior client stakeholders, technology providers and media owners.

Integrated Paid Search with SEO and Offline activities to achieve a holistic approach to marketing for M&S.

Managing and mentoring a team of 20 specialists, ensuring they feel energized and motivated to come to work every morning. Responsible for organising training sessions for the team and managing their development throughout the year.

Responsible for innovation within the team, ensuring all relevant new product releases from media owners and tech providers are implemented where relevant.

Introduced a new way of working model to resolve persistent problems with a client.



**iProspect UK, Global Search Director | London, UK**

**June 2014 – December 2015**

**PPC Senior Account Manager**

**January 2012 – May 2014**

Leading the global paid search activity for Burberry and Enterprise Rent-A-Car, coordinating our teams around the world to provide integrated, best in class digital strategies.

Managed and mentored a team of Account Managers, helping them grow their skills and ensuring that all deliveries were timely, accurate and met client expectations.

Successfully implemented a morning Scrum system, addressing client, performance, workload and people matters to ensure that problems are surfaced and addressed as soon as they happen, and that all team members get the opportunity to voice their opinion.

Introduced walking meetings to boost creativity outside the confines of the office.

Introduced team competitions to increase team knowledge and engagement with their work.

Set up account team socials to further team bonding.

**VoucherCodes.co.uk (eConversions), PPC & Affiliate Senior Analyst | London, UK**

**July 2006 – December 2010**

eConversions was an award winning "super affiliate", among the pioneers of paid on performance search in the UK.

Worked with multiple affiliate networks globally to market clients such as SKY, Expedia and Lastminute.com.

We created and launched VoucherCodes.co.uk, currently the UK’s largest coupon code website. eConversions later rebranded as VoucherCodes.co.uk.

**35mm.it, Marketing Assistant | Rome, Italy**

**January 2006 – June 2006**

Internship in Italy's premier online film magazine.

Devised marketing strategies to engage users and grow website traffic.

Worked on optimizing the on-site user experience.

Focused on organising the very first “Premio 35mm”, an awards ceremony celebrating Italian cinema, designed to create buzz around the brand.

https://media.licdn.com/media/p/1/005/093/31d/20b5972.png**Zenith International Ltd, Market Research Analyst | Bath, UK**

**February 2004 – July 2004**

6-month industrial placement with one of the leading consultants to the food and drinks industries worldwide.

**J.D. Edwards, Accounts Payable | Oxford, UK**

**July 2002 – December 2002**

6-month industrial placement in the accounts payable department of what is now Oracle.

**EDUCATION**



**BATH UNIVERSITY**, Bachelor of Science (BSc), Business Administration (2001 - 2005), Grade 2:1 | Bath, UK



**ST. STEPHEN’S SCHOOL,** International Baccalaureate (1997 – 2001) | Rome, Italy

**HOBBIES & INTERESTS**

* Football, Martial Arts
* Chinese cinema
* Riddles
* Salsa & Bachata dancing
* Backpacking
* Acting