

# Sara Borghi

SEO Manager



⇒ [LinkedIn](#),  
[Personal Website](#),  
[Canotto Pizza \(Hobby\)](#)

## Date of birth

## Skills

Analytical Thinking Skills  
On-page SEO  
Technical SEO  
HTML & CSS  
JavaScript  
Creative Problem Solving  
Content Marketing  
Google Analytics  
UX Design  
Off-page SEO  
Adobe Analytics  
Data Analysis  
SEO Copywriting  
Project Management  
e-Commerce SEO

## Languages

Italian  
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English  
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Spanish; Castilian  
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## Employment History

### SEO & Digital Strategist, Trasparenze Adv, Milano

March 2021 – Present

Trasparenze Adv is a boutique digital marketing agency based in Milan, Italy. As SEO & Digital Strategist, I am responsible for developing and carrying forward the SEO strategy across all the agency's clients.

Specifically, I am in charge of:

- Developing and implementing effective SEO strategies and projects from start to finish, including analysis, on-site technical optimization, content creation and off-site optimization projects (e.g. link-building)
- Monitoring daily the performance of our websites using SEO tools, Google Analytics and Google Search Console and suggest opportunities for improvement
- Monitoring keyword rankings to identify poor performing keywords for improvement and areas of opportunity
- Analyzing and monitoring organic search engine traffic, identifying trends and areas for growth
- Creating SEO performance reports, share insights key stakeholders
- Keeping up with the latest SEO trends, developments, and best practices
- Performing in-house training for clients and agency team members.

### SEO Manager, Costa Crociere SpA

June 2017 – July 2021

Costa Crociere SpA is the largest Italian travel group and Europe's number one cruise operator with 69 years of tradition in passenger shipping.

The Group is headquartered in Genoa (Italy) and comprises the brands Costa Cruises, AIDA Cruises and Costa Asia.

As Global SEO Manager, I was responsible for:

- Increasing qualified organic traffic and conversions to the Costa Crociere B2C websites, manage the SEO and Content third party suppliers and improve the online reputation of the brand
- Training and educating internal teams on SEO related topics, such as: On-site SEO, Off-Site SEO, Technical SEO, Web Performance Optimization and UX Design.

## Hobbies

Skiing, Trekking,  
Backpacking, Reading  
(mainly non-fiction),  
Travelling and Pizza Making.

## Head of SEO, Bytek Marketing Srl, Rome

May 2016 — June 2017

Bytek Marketing is one of the fastest growing Inbound Marketing agencies in Italy. As Head of Digital Marketing, I was responsible for:

- Managing a team of 10 young marketing professionals
- Maintaining the day-to-day communications with clients
- Carrying through marketing strategies for over 10 clients, including Nestle and Lottomatica (a multinational gaming company)
- Training marketing managers and entrepreneurs about SEO and Digital marketing.

## SEO Manager, Resolution Media Australia, Sydney

April 2011 — July 2014

Resolution Media, an Omnicom Media Group company, is one of the largest search agencies in the world. The company manages more than \$1.2B in media investments, with more than 600 specialists in 60+ offices worldwide. as SEO Manager, I:

- Managed a small team of SEO specialists
- Increased the organic traffic by 230% YoY for Bakers Corner website (a baking recipes website owned by Nestle), via keyword research, content creation, and internal linking
- Successfully implemented the website migration for ING Direct in March 2014
- Achieved +64% increase in organic traffic YoY for Purina Australia (2013 vs 2012).

## Education

### Master of Arts (M.A.) Economics and Communication, University of Lugano, Lugano

October 2006 — June 2009

Final dissertation: *"Online Promotion in Tourism: the Silversea Case"*

Final mark: 8.5/10

### Bachelor of Arts (B.A.) Economics and International Marketing, University of Modena and Reggio Emilia, Modena

September 2002 — March 2006

Final mark: 100/110

### Master in Growth Hacking Marketing, TAG Innovation School, Rome

February 2017 — June 2017

Learned how to quickly grow users through data analysis and by combining different digital marketing tactics such as SEO, SEM, Social Adv, Native Advertising, Email Marketing and UX Design.

## Extra-curricular activities

**Speaker, Digital Travel London, London**

June 2018 – June 2018

<https://digitaltraveleu.wbresearch.com/speakers/sara-borghi>

**Writer, Dario Flaccovio Editore**

September 2016 – September 2016

Author of the book "Vademecum SEO", a practical guide to Content Marketing for SEO.

## Other Skills

**SEO Tools:** SEMRush, SiteBulb, DeepCrawl, Ahrefs, Majestic SEO, Google Search Console, SerpStat, SurferSEO

**Project Management:** JIRA, Trello, BaseCamp

**Web Analytics & Data Visualization:**

Google Analytics, Adobe Analytics, Google Data Studio

**Content Creation/Marketing:**

AnswerThePublic, VidIQ, Lumen5, Canva

**CMS:** Wordpress, Adobe Experience Manager, Shopify, Squarespace

**Programming Languages:** HTML, CSS, Javascript