

Alessio Madeyski

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born on September 7th, 1983
in San Donà di Piave
(Venezia), Italy

Experience (digital era)

Head of SEO/ASO and Content at Helping GmbH, Berlin, DE
www.helping.com

February 2015 - on

Implementing the international SEO strategy and content marketing efforts by leading a team of 5+ international people. Point of contact between marketing and product for defining, specifying and prioritizing marketing product projects.

SEO Manager In Season at Yoox Group, Milano, IT
www.yooxgroup.com

October 2014 - January 2015

SEO strategy for In Season websites (mono-brand online stores "powered by Yoox Group" + multi-brand stores thecorner.com and shooscribe.com)

Digital Marketing Specialist at Unleashed Software, Auckland, NZ
www.unleashedsoftware.com

June 2014 - September 2014

Build the Unleashed brand and generate leads through digital marketing campaigns. Tasks: SEO, content strategy, PPC, website management and development, A/B testing.

Senior online marketing specialist at Digital Hothouse, Auckland, NZ
www.digitalhothouse.co.nz

October 2013 - May 2014

Develop, implement and manage internet marketing strategies for Digital Hothouse clients in order to increase their sites' effectiveness as defined by the clients KPI's.

Senior SEO at Zalando GmbH, Berlin, DE | www.zalando.it

March 2011 - August 2013

SEO + content strategy for the italian, spanish and french markets. Coordination of a team of 15 international people.

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Experience (analog era)

2009-2010

Lab technician at CRG, Barcelona, ES | www.crg.es

Lab technician at INSERM, Paris, FR | www.inserm.fr

Lab technician at AB Analitica, Padova, IT | www.abanalitica.com

Student era

Master degree in Molecular Biology, Padova University, IT

2002 - 2007

+ Erasmus experience for one year at Roskilde University, DK

Language

Italian (mother tongue); English (proficient user)

My projects

Non rubate i sogni. Italian translation of Seth Godin's Stop Stealing Dreams, about the status quo of education and how to change it. // www.nonrubateisogni.com

Meet your SEO / Marketer. I interviewed some badass SEOs / marketers in my blog.

Bookstee. Your books next to your heart. // www.bookstee.com

TryNZ. Project to bring italian rugby players in NZ // www.trynz.com