



Riccardo Mariani

Technical Marketer

Web Dev | Performance Marketing | CRM Automation | E-commerce | Tracking

- I build high-performance **WordPress/WooCommerce** ecosystems integrating advanced tracking (**GTM, GA4**) with growth marketing strategies.
- I manage **Google, Meta, and LinkedIn Ads** with a sharp focus on ROI.
- I design automated conversion funnels using **CRMs and Marketing Automation** tools like Braze and ActiveCampaign to turn leads into recurring customers.

Contacts

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Email

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Web

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VAT

02648370415

Skills

- Performance Marketing
- CRM Automation
- WordPress/WooCommerce
- Advanced Tracking
- Server side tracking
- Consent Mode V2
- Enhanced conversions
- Google Ads
- Meta Ads
- LinkedIn Ads
- Strategie multicanale
- Web Data Analysis
- Reporting

Tools

- Google Analytics 4 (GA4)
- Google Tag Manager
- Google Ads Editor
- Google Merchant Center
- Looker Studio
- Braze
- ActiveCampaign
- MailUp
- Screaming Frog
- Google Search Console

Languages

Italian

English

Experiences

2018 - oggi Technical Marketing Freelance

My background in web development, combined with a passion for digital marketing, led me to specialize in Technical Marketing. I help B2C/B2B companies and agencies to design and implement optimized data-driven strategies.

2023 - 2024 Spiagge.it Growth Marketing Manager

- Collaborating closely with the Head of Marketing on strategy definition and Marketing Automation (Braze, MailUp).
- Managed Google and Facebook Ads campaigns and led technical SEO optimizations.
- Developed Looker Studio dashboards to track B2C/B2B multi-channel KPIs and improve performance based on data.

2012 - 2018 Kaleidon agency Web Developer e Web Marketer

I developed web projects for major clients, including Banca di Credito Cooperativo, the University of Urbino, and Hera S.p.A. I also managed communication and PPC campaigns for the agency's key accounts, with a specific focus on full-stack WordPress development (both back-end and front-end).

Trusted by

- Spiagge.it
- Trackting Srl
- Novomatic Italia
- Ifi S.p.A.
- Garelli
- Armony Group
- valbadia.it
- valdifassa.it
- Pesceazzurro S.p.A.
- Towner S.r.l.
- Pasticceria Cova Montenapoleone 1817
- Uvet Viaggi Turismo S.p.A
- Agenzia OGP
- Panarese Group