

Personal Details



- Address: Carrer Cuba, 3 El Masnou (Barcelona 08320)
- Phone Number: +34637506918
- Skype: amelotti007@hotmail.com
- Date of Birth: 10/31/1972
- Nationality: Spanish
- Spanish ID: 46743627Z
- Marriage status: Single

Work Experience

Senior SEO Manager Spain - Italy at Groupalia

February 2011 - Present (1 year 5 months)

- Lead and implement SEO strategies for a large e-commerce company located in 2 countries and 2 different languages
- On Page and Off Page optimizations to improve rankings, conversions and reduce bounce rates
- Improve the quality of visits.
- Manage all site pages to improve visibility.
- Production teams trainings
- Social Media SEO Optimisation
- SEO - SEM combined strategies.
- Proposals for improvements related to navigation, usability and user experience.
- Analysis of opportunities
- Advise project managers and IT staff on topics such as: SEO Mobile, improvements to the code of the site, SEO needs specific technical level.
- Responsible for administration of all blogs and corporate press rooms.
- Presentation of monthly KPIs and support Online Marketing team.
- Using tools like Google Analytics (IQ certification), Google Webmaster Tools, SEOmoz.
- Knowledge and study of Googlebots, as well as improvements in Robots and Sitemaps.
- "White hat" techniques

Webmaster - Web 2.0 Consultant at iwanaweb.com

January 2008 - Present (4 years 6 months)

- Web 2.0 Consulting. Advising companies, professional associations, public administrations on implementations and transitions from web 1.0 to web 2.0. Staff training, training for energizing dynamic web environments.

Functional MM Consultant at Atos Origin (Barcelona)

January 2006 - December 2007 (2 years)

- SAP MM Maintenance on Akzo Novel

Mario Amelotti Palacios – SEO Manager / Webmaster

Functional MM Consultant at T-Systems (Barcelona)

September 2004 - September 2005 (1 year 1 month)

- E-Catalog SRM Project

Education

Universitat Politècnica de Catalunya

- SAP CRM Internet Sales Certification (2004 – 2004)

Universitat de Barcelona

- Bachelor of Business Administration (B.B.A.) (1996 – 2000)

Other courses:

- Google Analytics IQ Certification (ID: 01089063)

Languages

- **Spanish**(Native or bilingual proficiency)
- **English** (Full professional proficiency)
- **Italian** (Full professional proficiency)
- **Portuguese - Brazilian** (Full professional proficiency)
- **French** (Limited working proficiency)
- **Catalan** (Native or bilingual proficiency)

Portfolio

- Iwanaweb.com
- Weeeb.es
- [Curso Web 2.0](#)
- Contel.es
- [Associacio Empresarial de Publicidad](#)
- [Restaurante Los Años Locos](#)
- [Emblem Comunicación](#)
- [La Sucursal S.A](#)
- [La Trifulca](#)
- [Peletería Solsona](#)

Additional Info

- Referrers: <http://es.linkedin.com/in/iwanaweb/en>
- Skills: Server Administration, PHP, HTML, WordPress Designer, MySQL databases, Seomoz tools, Google Webmaster Tools (Robots, Sitemaps), Bing Webmaster Tools, Google Analytics, Online Reputation.