

Stefano Zanardi

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Summary

Head of Digital & E-Commerce | 12+ yrs exp.

Strategic and results-driven leader with over a decade of experience shaping and executing digital strategies across **Owned, Earned and Paid Media**.

Currently driving **growth and innovation** in the **education** sector at 24ORE Business School. In previous roles, I led the **D2C E-Commerce** for various **FMCG brands**, with a particular focus on the **Food and Health** sectors.

Adept at overseeing **cross-functional teams**, I have successfully orchestrated comprehensive **marketing initiatives** spanning brand, PR, communication, content marketing, CRM, DEM, SEO, ADV (performance with full funnel) and social media while overseeing **Digital Product development**, design and **UX** to optimize the **customer journey** and **conversions**.

I bring real value to users and revenues to the company.

Professional Experience

Mar 2024 to present

Head of Growth Marketing & Web Experience

24ORE Business School, Milan

- Responsible for the entire **digital customer journey**, from **user acquisition** (organic and paid) to **conversion optimization**, including UX, CRO, and **digital product** development.
- Played a key role in developing a comprehensive **digital transformation strategy and roadmap**, focusing on **technology**, marketing, **Artificial Intelligence**, workflows, and **team organization** to enhance overall organizational effectiveness.
- Budgeting, forecasting and oversee the **efficient allocation of 8M€ marketing budget across platforms**, ensuring performance and cost-effectiveness to meet P&L objectives.
- Led **full-funnel** (awareness, consideration and performance), **multi-channel acquisition** strategies using platforms such as Google, META, LinkedIn, Microsoft, Criteo, Awin, TikTok and Spotify.
- **Web experience**: UX/UI, CRO and CRM

Main Achievements: optimized the 2024 P&L, driving 2,5M€ growth through enhanced marketing efficiency. Restored full-funnel acquisition and communication to lay the foundation for 2025 growth.

Industry and Business type: Education, based on E-Commerce and Lead generation

Reporting to: Managing Director / CMO

Jul 2022 to Mar

2024

(2 yrs)

Head of Digital & E-Commerce

Neulabs (D2C holding, 30M€ revenues across EU markets), Milan

Neulabs is the continuation of my collaboration with Mauro Giacobbe, which began in 2020 at Aziona Ventures.

- Defining the overall **E-Commerce strategy** (catalog, price, units economics, marketing) and responsible for the budget (~2M€) and performance (CAC, ROAS, ACOS, CMAM, etc...) and **P&L**.

- Focused on **Organic Growth**, encompassing content marketing, AI, brand development, social media, SEO, PR, **CRM**, **DEM** while also overseeing the execution of **Paid Media** strategies and activities mainly on **Google Ads**, **Meta** and **Amazon**.
- **Managing cross-functional teams** (content, design, SEO, PR, product) hands-on across all digital customer acquisition channels (**natural & paid**), establishing **clear objectives aimed at growing company revenue and margins**.
- Adopting a holistic approach to digital marketing, enhancing **website quality** and **user experience** working on brand & communication, content, layout and design, call to action, **CRO**, UX writing, value proposition, **digital product**, campaign, performance and conversion.
- Act as the **communication bridge between the business, marketing and product development** teams.
- **AI to speed-up processes**. Practical example: creation of custom GPTs for specific works; data extraction; clustering, content, etc...

Main Achievements: Grew revenue from 0 to 30M€ in two years with a positive economic margin (CMAM > 25%), while the margin continues to grow and the company has become self-sustaining.

Industries: FMCG, Food & Health (CiboCrudo), Petfood (amusi), Home textile (Ferò Milano), Baby care, Toys, etc.

Marketing: Google stack, Meta, Amazon, Whatsapp, Klaviyo, Gorgias, DataFeedWatch, Optimizly, Clarity, Semrush, and many others.

E-com Platforms: Shopify Plus (headless with custom React frontend), Shopify

Reporting to: CEO (Mauro Giacobbe)

No of direct reports: 9 (+external agencies)

Apr 2020 to Jul
2022
(2 yrs)

Head of SEO, Content & Digital Product

Aziona Ventures (Mauro Giacobbe) (holding of Dove.it, Jobtech, Mirta, Tramundi and ZappyRent), Milan

I successfully supported the **creation of 5 startups starting from scratch**. Now Dove.it and Jobtech are **solid and profitable companies thanks to their strong online presence**.

- Conducted market analysis, **identified business opportunities** and defined digital product **roadmap from MVP to full-scale product**, considering all SEO aspects and their evolving priorities throughout the product's lifecycle.
- Implemented an SEO and Content Marketing strategy to **connect demand and supply**, initiating a **flywheel effect for business growth**.
- **Mentored the founders** and **shared a digital quality mindset** across each startup's teams (developers, designers, copywriter, digital marketing, product manager, ecommerce manager, brand manager, etc..).

Platforms: Proprietary technology, React, NextJS, Laravel, Shopify Plus, PrestaShop

Industries: Real Estate, Job Search, Luxury (Made in Italy for US market), Travel and House Rentals

Reporting to: CEO

No of direct reports: 4, with significant influence over team members across each startup (approximately 80 individuals).

Sep 2014 to Apr
2020
(6 yrs)

Head of SEO Services

FIND (Search and Performance Marketing agency), Milan

During my tenure at FIND, I progressed from a senior role to become the Head of SEO, showcasing leadership and dedication in achieving agency and team goals.

- Designed, implemented, and managed SEO strategies for clients across various industries, **achieving a significant increase in conversion and organic revenue.**
- Led the SEO team: recruiting, training and coaching, knowledge sharing, priorities, objectives and deadline.
- Worked on several types of optimization such as: internal linking, tech, speed, code optimization, content, link building, log analysis, keyword expansion, merchant feed, markup, mobile, etc...
- **Client accounting:** manage client relationships, taking care of their satisfaction. Reporting results, project progress and new opportunities.
- **New business:** briefing, budgeting and pitching proposal

Platforms: Shopify, Shopify Headless, Salesforce Commerce Cloud, Adobe Experience Manager, Magento and other open source platforms.

Industries: Luxury/Fast Fashion, Bank/Finance, Insurance, Investing, Food & Beverage, Sports.

Notable Clientele: Nutrition & Santè, Barilla, ePRICE, Benetton, Boggi, Twinset, Yoox, Napapijri, Zanellato, Lotto, UnipolSai, Genertel, Douglas, E-on Energia, Banca Sella, ING.

Reporting to: CEO

No of direct reports: 10 (3 senior, 4 middle, 3 junior) + external agencies

Jan 2012 to Sep
2014

SEO & Digital Consultant

DigitasLBi (Publicis Groupe), Milan

(3 yrs)

- Planning and execution of SEO and analytics projects providing high-level consultancy to marketing leaders and effective communication with IT departments.
- Thanks to a strong understanding of web dynamics, I was frequently involved in client proposal phases.
- During my tenure at DigitasLBi, I progressed from specialist to consultant role.

Reporting to: Marketing Director

No of direct reports: 2

2006 to 2012

Full stack Marketer and Developer

During my master's degree, I worked for several SMEs.

(6 yrs)

- SEO Optimization
- Google PPC Campaigns
- Web Development (PHP, SQL, HTML, CSS, Javascript)

Skills

Business experience

- D2C and Marketplace
- E-commerce: catalog and business unit
- Omnichannel integrations
- Budgeting and P&L
- Lead Generation

Digital Marketing

- Owned, Paid and Earned Media
- Full funnel marketing
- Customer Experience
- Brand & communication
- Artificial Intelligence

People and Management

- Team leadership
- Cross-functional collaboration
- Accountability and client management
- Change management

Educations

Master's Degree in Electronic Engineering at Politecnico di Milano (2011)

Languages

Italian: Native

English: B2 (actively improving towards fluency)

