

Jacopo Boscolo

Turin, Piedmont, Italy

Summary

Digital Marketing Manager | Marketing Automation Specialist with 10 years of experience in B2B, Saas, Tech, Startup, HR & Recruiting & Legal.

I HELP COMPANIES IN:

- ▶ Finding qualified leads with Marketing Automation strategies
- ▶ Nurturing these leads and transforming them in customers
- ▶ Optimize Conversions and Sales

FOCUS: Marketing Automation, B2B, Demand Generation, Lead Nurturing, LinkedIn Marketing, Social Selling, E-mail Marketing, Funnel di Marketing, Martech, HR Tech, Saas.

Experience



Marketing Automation & B2B Lead Generation Expert

Shibumi Group

Mar 2019 - Present (1 year 9 months +)



Digital Marketing Strategist | Digital Project Manager

DMCOMMERCE

Oct 2015 - Present (5 years 2 months +)



Guest Lecturer

Università degli Studi di Torino

2018 - Present (2 years 11 months +)

He gave lectures to students of the Master in Marketing Sales and Digital Communication on Personal Branding, B2B Marketing and Marketing Automation.



Trainer

ISTUM - Istituto di Studi di Management

2017 - Present (3 years 11 months +)

Social Recruiting module for the Master in Human Resources

Outplacement module for the Master in Human Resources



Digital marketing manager

In-recruiting

May 2017 - Apr 2019 (2 years)



Digital Marketing Specialist

In-recruiting

Nov 2015 - May 2017 (1 year 7 months)



Outplacement Specialist | LinkedIn expert

Randstad Italia

Oct 2015 - 2017 (2 years 3 months)



Head Hunter | Social Recruiter (Sales & Marketing division)

Adecco

Apr 2014 - Jun 2015 (1 year 3 months)

I manage the whole cycle of recruiting process: from the Business Development to the presentation of the best candidates (middle and top managers).

Activities: Direct search, Headhunting, Interviews, Job descriptions, Screening CV.



Career Coach | Outplacement | LinkedIn expert

CC Global - Career Counseling

Sep 2011 - Feb 2014 (2 years 6 months)

Education



Ninja Academy

Master in Digital Strategy & Social Media Communication

2014 - 2014

Web Marketing | E-Commerce | Performance Marketing | Social Media Marketing (LinkedIn, Facebook, Twitter, Pinterest) | SEO & SEM | Content Marketing | Digital PR | Mobile Marketing | Web Analytics | ROI | Digital Reputation | Personal Branding | Web Design | Display ADV | Email Marketing | Social Recruiting



Università degli Studi di Torino

Laurea specialistica in Giurisprudenza, Law

2005 - 2010

Tesi di Laurea sul tema: Diritto e Tecnologia.