

FRANCESCO BRUNO

MARKETING MANAGER | COMMUNICATION MANAGER SEO & AIO SPECIALIST | VISUAL & WEB DESIGN

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PROFESSIONAL SUMMARY

Marketing Manager in B2B SaaS covering strategy, MarTech and creative execution in one role. Now, at Octorate (Zucchetti Group) works across SEO and AI search, performance marketing, email, analytics and brand for an all-in-one hospitality platform. Pairs data-driven campaign management with agency-level visual design and uses generative AI to cut manual work, taking projects from brief to live without handovers. Until 2026 also ran marketing for Octotable and OK Home.

CORE SKILLS & TOOLS

SEO and AI Search: Search Engine Optimization (SEO), Generative Engine Optimization (GEO), AI Optimization (AIO), multilingual SEO, copywriting, technical SEO audits, Core Web Vitals, Semrush, Screaming Frog, Google Search Console.

Performance Marketing: Pay-Per-Click (PPC), Search Engine Marketing (SEM), lead generation, landing pages, Conversion Rate Optimization (CRO), Google Ads, Meta Ads, LinkedIn Ads.

Communication, Marketing Automation and Analytics: Zapier, n8n, Mailchimp, Intercom, Jotform, newsletter, email marketing, Google Analytics 4 (GA4), Google Tag Manager (GTM), Looker Studio, conversion tracking, performance reporting, workflow automation.

Artificial Intelligence: Prompt engineering, ChatGPT, Claude, Gemini, Higgsfield, AI content and image generation, AI assisted coding with Claude Code, Claude Cowork and Codex.

Brand Management and Visual Design: Brand identity, UX/UI, Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), motion graphics, video editing.

Web Design and Development: WordPress, Elementor, Divi, HTML5, CSS3, JavaScript, responsive web design.

WORK EXPERIENCE

Marketing Manager at Octorate S.r.l. (Zucchetti Group)

Rome, Italy

February 2024 - Present

B2B SaaS, all-in-one cloud platform for hotels and vacation rentals (PMS, Channel Manager, Booking Engine and AI).

- Grew newsletter subscribers by 37% through segmented campaigns and lifecycle email on Mailchimp.
- Increased website sessions by 32% and organic traffic by 18% in the first year with SEO and AI search across 10 languages.
- Lifted keywords in Google's top 3 by 40% and total ranking keywords by 29% in Italy in the first year.
- Ran performance campaigns on Google Ads and Meta Ads, designing and building each landing page in WordPress.
- Automated marketing workflows with generative AI, Zapier and Mailchimp, cutting manual workload by 30%.
- Set up tracking and reporting with GA4, Google Tag Manager and Looker Studio.

- Designed and rolled out a full visual rebrand across website, trade show stands, social media, newsletters, company profile, presentation decks, brochures and merchandise.
- Managed trade shows and events end to end, from booth design to supplier coordination.
- Ran the review program on Trustpilot, Google and HotelTechReport, holding a 4.8 out of 5 average across 1,200+ reviews.
- Produced co-marketing assets with partners including Airbnb, Booking.com, Expedia and Agoda.

Marketing Manager at Octotable (former Octorate Business Unit, Dylog Group)

Rome, Italy

February 2024 - July 2026

Commission-free booking system for restaurants, available in 5 languages.

- Built the brand identity from scratch and rebuilt the multilingual website on WordPress and Elementor.
- Designed the UX/UI for the platform redesign in Figma.
- Increased registrations by 20% through localized content and SEO.
- Ran multilingual SEO, newsletters and Google Ads campaigns.
- Created branded merchandise and trade show materials.

Marketing Coordinator at OK Home (former Octorate sister brand, Dylog Group)

Rome, Italy

January 2025 - June 2026

Automated self check-in solution for hotels and B&Bs, integrated with the main PMSs.

- Built the lead funnel from scratch, from an SEO-driven website to demo booking on Calendly.
- Set up tracking and shared insights from Google Analytics 4, Google Search Console and Semrush with internal teams.
- Mentored an intern who became the company's marketing manager.

EDUCATION

Master in Graphic, Web and UX/UI Design

2023 - 2024

ABC Formazione, Rome, Italy

Master's Degree in Marketing (Organization and Marketing for Business Communication)

2019 - 2021

Sapienza University of Rome, Italy, final grade 110/110 cum laude

Bachelor's Degree in Communication Sciences

2016 - 2019

Roma Tre University, Rome, Italy

CERTIFICATIONS

- Adobe Certified Professional in Visual Design, Adobe, 2024
- Adobe Certified Professional in Visual Design using Adobe Photoshop, Adobe, 2024
- Adobe Certified Professional in Graphic Design & Illustration using Adobe Illustrator, Adobe, 2024
- SEO Online Class by Brian Dean, Semrush, 2022
- Google Tag Manager Fundamentals, Google Analytics Academy

LANGUAGES

- Italian, native
- English, fluent (C1)

I authorize the processing of the personal data contained in my CV in accordance with EU Regulation 2016/679 (GDPR) and Legislative Decree 101/2018 for the purposes of personnel recruitment and selection.