



Michele Sforza

C/ Cartagena, 174, 4-5
08013 Barcelona
Móvil: 622 124 443
www.michelesforza.it

EDUCATION

University of Bari (ITA). Bachelor in Communication and Marketing,
final mark: 110/110

JOB EXPERIENCE

- 2017-Actually I'm a **Digital Analytics Consultant and Trainer**. Expert in Google tools (Adwords, Analytics, Tag Manager, Data Studio) for multisectorial customers, start-ups and companies. I develop my projects face-to-face and online.
So my competences are:
I have wide experience in creating and managing Adwords campaigns (keywords analysis, ad relevance, PPC and SEM, landing page quality, etc), web traffic analysis with Google Analytics, Dashboards with Google Data Studio, Tag management with GTM, SEO on page, CSS and HTML5. I have also knowledge about User Experience [UX] and Usability testing.
- 2016 - Managing **Adwords campaigns** for different Company
- 2016 - **Trainer** for different Company (SmartCommerce21, Intercom, Hosco, Rodi Service, Profesor CBD) in Google Adwords, Tag Manager, Analytics, Excel, Wordpress.
- 2011-Actually. **IT and Microsoft Office teacher and Technical Assistance. Barcelona**
Teacher in Microsoft Office (Excel basic and advanced), individually and groups. Computer repairing and technical assistance for businesses, shops and individuals.
- 2006-2008. **Istituto Tumori "Giovanni Paolo II" (ITA)- Project leader**
IT Project Manager of "Integration methodology between oncological hospital assistance and territorial services", for cancer patients online assistance.
- 2005-2008. **Antenna Sud y Telebari (ITA)- Video editor**
Recording and video editing of local television formats: "Verde di rabbia" (Telebari) and "Siamo alle solite" (Antenna Sud), daily programmes available in youtube.
- 2003-2005. **Enaip Bari (ITA)- IT administrator and help desk**
Technical help-line assistance to training centers (course monitoring, expenses check, subsidiaries training in the use of new IT tools).

FURTHER TRAINING

- "Google Adwords" continuous updating
- "Twitter for professional and business communication"
- "SEO, Search Engine Optimization "
- "Google Analytics basic and Advanced Techniques"
- "Cloud computing for business"
- "Information architecture"
- "Web usability"
- "How to create web contents"
- "Photoshop".

SKILLS

- Google Certifications in Google Analytics, Google AdWords, Google Shopping
- Google Tag Manager
- Google Shopping
- Google Data Studio
- HTML5/CSS3
- SEO
- UX (User experience)
- CMS (Joomla/Wordpress/Prestashop)

LANGUAGES

- Italian (native)
- Spanish (high nivel)
- English (intermediate)
- Catalan (high nivel in comprehension)

PERSONAL INTEREST

B driving license and own car.

Travelling availability

Skills: adaptation, problem solving, customer oriented, easy learning, innovation reliability, planification, analysis and summarize ability.

Italy national champion of Kempo Dankan (2008, 2005, 2001), black belt of Kempo Dankan (2002).

I'm a card magician newbie!

I love making short movies. I received some awards in local film festivals.

Winner of "Puglia principi attivi competition" for start-up businesses, with the project "Nonnastella.com", site of traditional italian cuisine.