



Federico Benci

Digital Strategist & Google Ads Expert

OVERVIEW

Digital Marketer with international experience, specialized in Digital Advertising.

During my career I've had the chance of developing a long list of hard and soft skills, with a main focus on the most important Digital Marketing tools on the market. I have been an official Google Ads Agent and Trainer and have worked directly on behalf of Google in Barcelona. I am now a freelance Digital Strategist.

CONTACT INFORMATION

Phone Number: +34 605035771

Email: fede@federicobenci.com

LinkedIn Profile

LANGUAGES

- Italian (Native)
- English C2
- French A2
- German B1
- Czech B1
- Spanish B2

DIGITAL TOOLS

I have worked daily for years with the following tools:

- Google Analytics
- Google Ads
- Meta Ads and Meta Business Manager
- LinkedIn Campaign Manager
- Google Tag Manager
- Google Data Studio
- HubSpot

ACADEMIC BACKGROUND

Master's Degree in Marketing

University of Pisa | October 2018 | 110/110 cum laude

Bachelor's Degree in Business

University of Pisa | December 2016 | 104/110

PROFESSIONAL EXPERIENCE

Freelance Performance Marketing Manager & Digital Strategist

federicobenci.com | Remote (Italy) | April 2023 - Present

Today I am a freelance Marketer helping clients all over Europe get the best out of their Digital Marketing Strategy. I directly manage campaigns on every online advertising platform (Google Ads, Meta Ads, LinkedIn Ads, Bing Ads and others), create Omnichannel Digital Strategies from scratch and manage strategically and operatively all the aspects of any Advertising or Performance Marketing Campaign.

Google Ads Product & Sales Trainer

Teleperformance (Google) | Barcelona | October 2022 - April 2023

As part of the Training Department, the role sees me organizing, managing and executing the onboarding training process of newly hired employees. My main responsibility is to make sure that new hires acquire the Digital Marketing, Google Ads and Sales knowledge required to start their job as Google Ads Strategists on behalf of Google.

Google Ads Strategist

Teleperformance (Google) | Barcelona | October 2021 - September 2022

As a Google Ads Strategist in Teleperformance I am currently exploiting a lot of my knowledge acquired in Digital Marketing and on the Google Ads platform to cover a role that requires me to schedule and execute consultancies on behalf of Google. The consultancies focus on helping new and existing clients in improving their performances on the platform in a target-based environment.

Performance Marketing Specialist

Extra Magnet | Pontedera (PI) | September 2019 - October 2021

The role has seen me:

- Realizing investment strategies in digital channels to reach Brand Awareness and Conversion goals for clients operating in B2B and B2C industries
- Realizing the set-up and monitoring of campaigns on digital marketing channels (Facebook Business Manager, LinkedIn Campaign Manager, Google Ads)
- Frequently communicating with clients through the realization of reports on Google Data Studio

Digital Marketing Intern

Extra Magnet | Pontedera (PI) | March 2019 - September 2019

Internship during which I acquired the first technical skills with digital marketing tools and took actively part to Content Management, Lead Generation, Online Advertising and Customer Service activities.