

Contatti

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www.linkedin.com/in/

federicabrancale (LinkedIn)

www.themarketingfreaks.com

(Blog)

Competenze principali

Web analytics

Google Analytics

SEO

Languages

Italiano (Native or Bilingual)

Inglese (Professional Working)

Francese (Limited Working)

Certifications

Google Adwords Fundamentals

PET (English)

Google Adwords Display Advanced

FIRST (English)

DoubleClick Campaign Manager
Fundamentals

Honors-Awards

Astri Nascenti - Google Advertiser
Community

Innovative Educator & Design
Thinking for Leading and Learning in
Schools

Publications

Data Driven Marketing

Federica Brancale

Digital Analyst & CRO Specialist, Design Thinking Facilitator e LEGO
® Serious Play ® Lover. Author, Teacher, Speaker.

Florence Area, Italy

Riepilogo

Federica Brancale è data analyst e conversion rate optimization specialist presso InTarget, e creatrice, curatrice e Design Thinkers e digital strategist di Marketing Freaks. Si occupa di formazione per l'Università di Barcellona, l'Università di Firenze, il Polimoda e tanti altri istituti di formazione. È ricercatrice di big data e design thinking per la metodologia LEGO® Serious Play® presso l'Università di Barcellona.

- ▶DESIGN THINKING: facilitator, Agile Marketing, methodology LEGO® Serious Play®
- ▶WEB MARKETING : Digital Marketing Strategy Data Driven, Competitive Analysis and Research, design thinking
- ▶SEO: Keywords Analysis (KOB, Long tail, User Intent), Analysis, Report, Strategy, SEO friendly web site creation
- ▶WEB ANALYTICS: set up, Analysis, Report, Strategy, Google Analytics Specialist, CRO e UX
- ▶CONTENT and SOCIAL MEDIA MARKETING: SEO content creation, Social Networking (Strategy and Advertising), PED creation, Blogging
- ▶PPC: Adwords campaign strategy and set up
- ▶MOBILE MARKETING: Mobile Advertising, Mobile Marketing Analytics, APP creation strategy

Esperienza

intarget:

Data Storytelling & Conversion Rate Optimization Specialist & Teacher
dicembre 2017 - Present

navacchio, pisa

DATA STORYTELLING

Data storytelling like personas, customer journey etc.

CONVERSION RATE OPTIMIZATION

- UX reserach & analysis (Survey and Market Research, user testing, cognitive walktrough, focus group with Design thinking, heuristic ect)
- A/B & MVT Set up
- agile team management
- strategic document for client

TEACHER

- Coaching
- Creation of Strategic Document for client
- google analytics for journalist, marketing, tecnical program
- design thinking method applied (learn by doing)

Università degli Studi di Firenze

Web Analytics Teacher with Data Driven Marketing Methodology & Design Thinking

novembre 2018 - Present

Wempark, PIN, Prato

Universitat de Barcelona

Big Data Researcher for LEGO® Serious Play® & Agile Learning Work Group

dicembre 2017 - Present

Barcelona Area, Spain

The University of Barcelona - Institute of Education Sciences - UB.ICE - has launched the LEGO® Serious Play® for Agile Learning Work Group this first of December.

This research group will dedicate mainly its efforts to the study and development of methodological proposals, processes, workshops and tools to support the educational world and organisations, in the creation of a Learning Agility culture, using LEGO® Serious Play®.

The LEGO® Serious Play® for Agile Learning Work Group of the University of Barcelona is a pioneer in this field of knowledge and has in its structure a consultative group composed by experts in different fields that provide their points of view and recommendations in the identification, plan and development of its activities.

Proud and Happy to start this amazing project !!!

The LEGO® Serious Play® for Agile Learning Work Group is made up of the following people:

TEAM:

- *Pere Juarez - Universitat de Barcelona - Main Contributor
- *Xavier Testar - University of Barcelona
- *Cristina Garcia - University of Barcelona
- *Verónica Collazos - University of Barcelona
- *Gemma Mas - Universitat de Barcelona
- *Federica Brancale - Marketing Freaks
- *Alfredo Millán - EFQM Spain
- *Francesc Melgar - APPLE Education

WORKSHOP DEVELOPED:

- 06/2018 - GDPR awareness: the thruman show (Pisa, Milan, Barcelona)

Marketing Freaks

Founder & CEO - Teacher and Digital Strategy Consultant

2014 - Present

Firenze, Italia

► Marketing Freaks:

- * Marketing Blog with 20.000 sessions per month :web, business intelligence, statistic, consumer's psychology, social media marketing, web analytics etc.
- * Web Marketing Training and Digital Transformation Course (University, PMI, Agency, 1to1 and other Institutes)
- * Data Strategist Consultant: web marketing strategy trough data model for several clients

► Working Universe:

- Web Marketing Teacher
- Facilitator LEGO® Serious Play®
- Data Strategist
- Content Strategy - SEO Content Optimization and SEO copywriter
- Wordpress Management and Design
- PR and blogging
- Adsense Management
- Personal Branding
- Social Media Manager

► tools: seozoom, adsense, facebook, twitter, youtube, instagram, google web master tool, google analytics, hotjar, optimizely

► Courses Example:

- Create a Marketing Plan with Zero Cost thanks to Web Marketing Tools and Data - Calabria University
- Digital Marketing and Design Thinking - Barcelona University
- Web Marketing for Managers: How to not being deceived by Agency - Calabria University
- SEO Strategy and Measuring: a New Era - Camera di Commercio di Firenze
- Google Adwords from Zero to Hero - Man Super Agency
- Google Analytics from Zero to Hero - Man Super Agency
- Social Media Strategy, Advertising and Optimization - Gruppo Dante Agency
- Web Marketing Strategy and Lego Serious Play © - Open Course by Marketing Freaks

► Teacher for:

- Calabria University
- Barcellona University
- Master SIDA - MAnagement Academy
- Camera di Commercio di Firenze

Nana Bianca

Data Visualization Teacher

dicembre 2017 - Present

Florence Area, Italy

- Data Visualization Best Practice
- Dashbaording
- Data Storytelling
- Gestalt and Colours Psychology

Polimoda

Web Marketing Teacher

ottobre 2017 - novembre 2018 (1 anno 2 mesi)

Florence Area, Italy

Teacher for web marketing area with Data Driven Method (SEO, SEA, SMM, WA and Strategy)

Sida Group

Search Engine Marketing Teacher (SEM) - SEO + SEA
settembre 2017 - dicembre 2017 (4 mesi)

intarget

Digital & Data Analyst & Data Visualization
dicembre 2015 - dicembre 2017 (2 anni 1 mese)
Navacchio (PI)

DATA ANALYSIS

- Google Analytics Advanced set up
- Google Tag Manager Configuration
- Report automatization

DATA STRATEGY

- Web analysis, Data Strategy and Business Intelligence
- Advanced Attribution Analysis & customer journey visualization
- Perasonas & Target analysis

DATA VIZUALIZAION

dashboard, centralization & report automatization

- ▶ Tools: google tag manager, search metrics (SEO) , adgooroo (ADV) , google analytics, blogmeter (social reputation), visual website opitmizer, Google Optimize, Hotjar and Lucky orange (UX), analytics canvas, Klipfolio (report automatizaton), google Data Studio, goole optimize, google attribution 360,
- ▶Client: Unicef, L'Oreal, Cartasi, MTV, Remax, Alberto Guardiani ecc

Calzedonia Group

Web Analyst, Marketing Researcher & SEO
agosto 2014 - dicembre 2015 (1 anno 5 mesi)
Verona, Italia

Focus on web site optimization and lover of user behavior

▶Working Universe:

- SEO analysis and campaign (onsite optimization, SEO friendly content creation...)
- PPC analysis and campaign strategy
- Lead generation Strategy
- Landing page and newsletter optimization

- Google Analytics Activity: customize dashboard, report, segmentation and set up (base)
- benchmark and competitive analysis
- Business Intelligence
- Marketing Researcher
- UX Analysis and Web Design optimization
- Teacher for many Courser about Digital Marketing

► Tools: tag commander, google analytics, contact lab, zendesk, tradedoubler, facebook insight, flurry, excel, oracle database

► Client: Calzedonia, Tezenis, Itimissimi, Falconeri, Atelier emè

ConnexionsGroup.Inc

Web Marketing Manager - SEO & PPC Specialist

gennaio 2014 - luglio 2014 (7 mesi)

► Working Universe:

- PPC AdWords Campaign Strategy, set up, monitoring and optimizing avg.6.000 spent per Month
- SEO analysis and report, SEO friendly web site creation, Penalization Recovery
- Google Analytics setting, report and monitoring
- Customer Service (CRM)
- Email Marketing Manager

► tools: adwords, sem rush, mail chimp, removethem (penalty), moz (open site explorer), majestic seo, ahrefs

► Clients: FlorenceVillas, Accademia di Cucina Pandolfini, Cooking in Tuscany

Napier - Inbound Marketing

SEO & Digital Analyst Junior

settembre 2013 - 2014 (1 anno 4 mesi)

► Working Universe:

- Digital analyst (Google Analytics Report)
- Project manager
- Content marketing
- Video Marketing: management, analysis and advertising
- Expert advice and training in web marketing area
- SEO analysis

- Blogging www.napier.eu/blog

► Tools: teamwork, trello, google analytics, screaming frog, wistia, google webmaster tool

► Clients: Giunti, Mabelweb, teladoiofirenze

MAG

Marketing Researcher

gennaio 2012 - giugno 2012 (6 mesi)

Marketing research about info-commerce:

- on-line and off-line consumer Behaviour
- Market analysis

Silvateam s.p.a.

Market and Marketing researcher

giugno 2011 - agosto 2011 (3 mesi)

Buenos Aires

Marketing research about coal and polyuretane:

- Market analysis
- Consumer Analysis
- Competitive Analysis
- Buyer Research

Admaiora S.r.l.

Event Planner

2007 - 2008 (2 anni)

Montecatini Terme (PT)

- luxury event planner for foreign clients
- restaurant, bar, club analysis
- Entire day event planner

Roberto Rinaldi

Customer Assistant

2005 - 2006 (2 anni)

MICAM (a shoe in Milano)

- customer service
- Translations in 3 languages (French, English, Spanish)

APT Tourist Office

Tourist Assistant

2004 - 2005 (2 anni)
Marina di massa (Carrara)

Formazione

edX

Product Design: The Delft Design Approach · (2018 - 2018)

edX

Applied Scrum for Project Management, Agile, Leand
Marketing · (2018 - 2025)

MITx on edX

Design Thinking for Leading and Learning · (2017 - 2017)

edX

Design Thinking by Microsoft, Introduction to Design Thinking · (2017)

International Association of Facilitators

· (2017 - 2024)