



## SILVIO BUCCARELLO

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📍 Milano, Italia

## WHO I AM

*I'm father of Pablo and Linda, and Anna's husband.*

I have been working in digital and SEO for more than 10 years. Finding the (key) words is simultaneously my passion and my mission, even in real life.

I try to facilitate conversations between **technologies**, **content** and **audience**, to challenge algorithms and bring the brand in "pole position".

I love the sea (I was born in Salento, in Gagliano del Capo, the last station of Italy), travel, sport (better watching from the sofa) and cooking.

## SKILLS

- Teamwork and collaboration
- Problem solving and critical thinking
- Results oriented and goal driven
- Time management and organizational skills

## WORK EXPERIENCE

### SEO & CONTENT MANAGER at TELEPASS

#### 2022 - Present

- SEO optimization of **Telepass** digital properties across 4 pillars: tolling, insurance, mobility and business
- Support marketing team with search insights
- Support IT Team with technical SEO requirements
- Responsible for news magazine **moveo.telepass.com**.

#### Results

- 1) +70% insurance Search organic traffic YoY
- 2) Moveo reached 500.000 organic user in 2023, driving 5% of them in acquisition funnel

*"My challenge is to increase talkability about **mobility**. Make more visible the other side of Telepass, that is not about tolling only, starting from the user's **searches**"*

### SEO AND AUDIENCE MANAGER at SKY ITALIA

#### 2015 - 2022

- SEO optimization of Sky Italia digital properties (www.sky.it, www.now.tv, sport.sky.it, tg24.sky.it, xfactor, masterchef)
- Support marketing teams with search insights
- Support IT Team with technical SEO requirements
- Support to the newsrooms
- SEO training across the company
- New Traffic sources developments
- Youtube Channels management

#### Results

- 1) Sky Sport reached first position in audiweb (Sports category). Best in class for SEO traffic
- 2) -45% phone calls to Sky support after a seo driven website redesign.

*"My pride and joy: At Sky, digital products were created with **SEO by design**. All people knew about SEO: designers, journalists, product manager and developers.*

### SEO, SPECIALIST AT PROWEB CONSULTING

#### 2014 - 2015

- SEO Specialist in a seo agency based in Switzerland. Clients: Mondadori, Puddy Power, Generali, Sky, LG. Forex
- Onsite technical audit
- Onsite content audit
- Offsite campaigns and linkbuilding
- SEO driven content plan creation

*"My first hard experience in SEO. I worked in the most competitive **SEO markets** (gambling, betting, adult, insurance, editorial, recipes)"*

## SEO CONSULTANT (ALICUBI FOR SEAT PAGINE GIALLE)

2010 – 2014

- Product Manager assistant of “SEO professional”, a SEO product designed for small and medium business by Seat Pagine Gialle.
- Onsite technical audit
- Onsite content audit
- SEO training to the web agency
- SEO training to the sales network

*“The Golden Age of Local SEO. The Yellow Pages were not a book anymore. But a huge web directory”*

## LOCAL MARKETING ASSISTANT at IKEA (internship)

2010

- Management of social projects for the Collegno store (Turin)
- Management of waste cycle suppliers for the store
- Drafting of the environmental sustainability report
- Drafting of the employee mobility report
- Management of local marketing activities related to environmental and social issues

*“There is marketing even in the management of the waste yard of a large store”*

## REPORTER AND TV PROGRAM OWNER at Quartarete TV

2005 – 2012

- Journalist, creator and format owner of Pianeta Dilettanti and OK Gol, sports tv format byt Quarete, a local tv based in Turin
- Video editing
- Social media management

*“Journalism was my first real job in 2005, and in 2010 became the week end job during 4 long Years”*

## EDUCATION

UNIVERSITY OF TURIN 2003 – 2006

Second level Degree in Communication in Information society, a mixed program: **Communication** and **computer science**. Last Year of the program I was in **Madrid** (Complutense University)

UNIVERSITY OF TURIN 2000 - 2003

First level degree in Communication

UNIVERSITY OF TURIN 2010

**Marketing technician**, 800 hour classroom course