



Stefano

34 years old

Digital Marketing Manager

Background

Stefano, 34, originally from Italy and now residing in London is a highly competitive and driven marketer for a growing digital agency. With a degree in Hospitality, he was well-suited to turning his intelligent mind and warm personality to digital marketing and has performed well in all of his previous jobs, having recently joined a new and upcoming agency in the centre of London three months ago after being aggressively headhunted.

While keen to learn about the web in general, Stefano's main interest is in his career field of choice - Search Engine Optimisation and, perhaps even more so, Search Engine Marketing. He gets a kick out of helping clients grow their businesses online and is constantly looking to read and research about new effective techniques, especially important in such a fast changing industry.

An avid Twitterer, Stefano is a big social media advocate and reads and comments on dozens of blogs and news sites every day in order to keep his skills sharp and his knowledge up to date. He also occasionally contributes to sites by writing guest posts and How To articles, helping to promote his own personal blog and Twitter feed in the process.

GOALS

- » Wants to improve his knowledge of SEO and SEM
- » Wants to contribute to the web industry, particular the SEO/SEM field
- » Wants to make himself more employable
- » Wants to help promote his own personal blog and Twitter stream

KNOWLEDGE

- » Strong SEO and marketing knowledge
- » Technically proficient and familiar with the web
- » Sound knowledge of mobile and tablet computing

PAINS

- » Waiting
- » Uncertainty
- » Dishonesty
- » Laziness
- » Apathy

INFLUENCES

- » Results
- » Proven facts
- » Money
- » Personality and humour

INTERESTS

- » Enjoys reading blogs, forums and online magazines
- » Love gadgets and technology
- » Is learning PHP in his spare time
- » Likes to drink and socialise
- » Loves his pet pug, Mrs Penelope
- » Keen traveller