

Jonathan R. Salea

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QUALIFICATIONS SUMMARY

Marketing and Communications Manager with experience in market research and analysis as well as brand management creation and development for private-sector organizations in 3 countries. Solid expertise in a broad range of IT marketing analysis, development, and research, including SEO, SEM, PPC, and Web user analysis. Strong management skills, including project direction and staff training and supervision in Italy and the USA. Developer of effective corporate communications and viral marketing strategies. In-depth knowledge of mobile operating systems and mobile device management solutions. Skilled webmaster with expertise in web design, graphic design, and video. Proficiencies with Apple OS; MS Office Suite; Adobe Fireworks, Illustrator, Photoshop, and Acrobat; ChemDraw; and CorelDraw, among others. Skilled foreign language teacher and translator of technical and plain-language content. Trilingual in English, Italian, and French; Spanish proficiency.

PROFESSIONAL EXPERIENCE

Web and Digital Editor, Edi.Ermes, Milan, Italy **May 2014–May 2018**

- Created and managed multimedia content for company's websites and digital marketing.
- Created digital books for company's own online platform.
- Created graphic design of various design platforms and content for websites.
- Did Italian-English, English-Italian, and French-Italian translations, editing, and proofreading.

eCommerce Content Executive, Innov8 GB Ltd, Horsham, UK **June–December 2013**

- Created product content for various online platforms.
- Was responsible for marketing optimization for new and existing products.
- Managed digital marketing, SEO, PPC, Amazon Seller Central, and Google AdWords campaigns.

Marketing and Communications Manager, TechMobile, Milan, Italy **April 2012–April 2013**

- Handled firm's marketing strategy management and development, SEO, and SEM.
- Was responsible for content creation for internal and external communication, supervision, and management for joint projects with RIM (pleenty.com and bb4b), Vodafone, Samsung, and Microsoft.
- Other clients included Damiami, Dolce & Gabbana, Chiesi, Danieli, City of Milan, CostanzaFarma, YOOX, and Piazza Italia. Won 2 Best Mobile Application awards for optimizing sales workforce.
- In charge of design, management, and maintenance of TechMobile's blogs and websites.
- Created content translations (Italian-English, English-Italian) for TechMobile's website.
- Created PowerPoint, graphics, and video presentations for various events (BlackBerry Jam, SMAU, WPC).
- Managed external communications for both TechMobile and Mobility (TechMobile's partner company).
- Created and supervised the firm's marketing team, and handled SharePoint data management.
- Was responsible for brand awareness development and market research and analysis.

Technical Translator, Inpha2000, Lecco, Italy **Nov. 2012–April 2013**

- Performed technical translations (Italian-English) for pharmaceutical products.

Administrative Consultant, Arti Grafiche Salea, Milan, Italy **Aug. 2009–March 2012**

- Clients included Edi.Ermes, Edi.Artes, Louvre Museum, and Mazzotta Editore.
- Managed company website.
- Created content and materials for internal and external communications.

- Was responsible for financial and administrative consulting for marketing strategies.
- Engaged with internal departments to gather critical business data, and supervised business plan.
- Worked directly with staff, clients, suppliers, and account managers.

Brand Manager, Providentia Group, Charlotte, NC**Sept. 2008–Aug. 2009**

- Was responsible for brand and logo creation and development.
- Handled market analysis and research, SEO, and SEM.
- Managed brand awareness development.
- Created PowerPoint, graphic, and video presentations for clients.
- Managed internal communication between the firm and its sales teams.
- Supervised creation of marketing and sales material and content.

Public Relations Manager, Law Offices, Kravitz & Guerra P.A., Miami, FL March 2007–July 2008

- Handled internal communications between departments.
- Managed external communication and content creation for clients, partners, and associates.
- Managed brand awareness development and brand business development.
- Created graphics and web design of ads, websites, brochures, catalogues, flyers, and newsletters.
- Translated marketing materials from English into Italian and French.
- Handled market analysis, SEO, and SEM.
- Created graphic and video presentations for clients and staff.
- Was web designer and webmaster of two websites for firm.
- Maintained and translated content from English into Italian for third website for firm.

Art Director, Florida Review Magazine, Miami, FL**June 2007–July 2008**

- Was responsible for graphic and web design for magazine for Brazilians in the USA.
- Created and administered *Florida Review's* website.
- Handled advertising sales.
- Supervised magazine's layout and design.
- Conducted market research and analysis.
- Handled internal communications between magazine editors and head office.

Italian and English Teacher, Inlingua, Miami, FL**January–July 2007****EDUCATION AND PROFESSIONAL CERTIFICATIONS**

Spanish Language Proficiency Certification	Cervantes Institute	2008
Theoretical Sociolinguistics Studies	Inlingua Language Center	2007
B.A., Communication Sciences and Technologies	University of Milan	2006
European Computer Driving Licence (ECDL)		2004
French Language Proficiency Certification	Alliance Française	2000