

MATTEO CELLINI

Marketing Director | Strategy & Operations



EDUCATION

- 2021 • Advanced Growth Marketing
Reforge
- 2020 • Data Science and Big Data Analytics
Massachusetts Institute of Technology
- 2008 • BSC Business and Management
Queen Mary University of London

EXPERIENCE

- 2020 - NOW
Virtual Location • Director, Inbound Marketing
Alkemy (600 Employees - 100M€ Yearly Revenues)
Leading inbound marketing teams (50+ people) for **B2B/B2B2C clients in retail, utilities, e-commerce, FMCG**, and many more industries for a large (**80M+\$ ARR**) Consultancy firm active in 5 markets.
 - Developed **multi-million marketing plans** for large **corporate rebrands**.
 - Building a **large community and crowd-generated program** to **launch large consumer Tech in 3 new markets**.
 - Created inbound marketing strategy using custom online **marketing automation resulting in triple digit lead growth** for large utilities player.
 - Drove **market share growth from 2% to 29%** for **FMCG** global brand through **Content Marketing, PR & CRM campaign**.
 - **Introduced 'Orchestator' team Operative model** to scale teams faster, revolutionising the company's approach and **improving team efficiency on project delivery by 17%**.
- 2017 - 2020
Rome, Italy • Chief Marketing & Operations Officer
DayBreakHotels (40 Employees - 5M€ Yearly Revenue)
Led all-marketing channels and running strategy and operations for a start-up disrupting the hospitality industry (selling and managing all ancillary services). **Management of all fundraising activity** (P&L, 5-year **business plan forecasting**, creation of fundraising deck). Scaled company from 0 to 5M\$ ARR.
 - **Set-up from scratch** all online marketing channels **growing the budget from 0 to 1M€ in 12 months**.
 - **Grew cohort-based MoM customer retention by 2x** and quadrupled active customer database in one year.
 - **Launched 7 creative brand campaigns through both online and offline channels** (Social, Display, TV, Radio, OOH) which grew new customers by 213%.
 - **Cross-team coordination to launch new markets** (US, UK, FR, UAE, DE) which grew total company revenues by 2x in 12 months.
 - Launched **new B2B distribution channel** to improve overall business profitability, leading and negotiated strategic partnerships with large brands including Expedia, Hotels.com, American Express.

EXPERIENCE

2013 - 2016

Rome, Italy



Director, Performance Marketing

Expedia Group (25k Employees - \$12bn Yearly Revenues)

Global P&L Ownership of all Performance Marketing Channels for 29+ Markets, campaigns in 12 languages.

- **Acquired 4.7M customers** managing a **25M€+** Yearly Investment Budget for Venere.com, Hotels.com Brands
- **Introduced new custom attribution model** and **lowered search campaign cost per acquisition by 13%** with development of **machine-learning bidding strategy**.
- Grew **Affiliate Marketing and Social Media from scratch to 15% of total channel share**

2009 - 2013

Rome, Italy



Head of SEO & Social Media Marketing

Expedia Group (25k Employees - \$12bn Yearly Revenues)

Global P&L Ownership of SEO & Social Media Channels for 29+ Markets, campaigns in 12 languages.

- Joined as Jr SEO Specialist, took team leadership after 2 years, **built Social Media from scratch to 13% of total marketing revenue mix**.
- Achieved channel turnaround from -30% to +30% YoY Growth in 9 months with the **rollout of 15,000 landing pages, internal linking algorithm** and **9 content marketing campaigns**.
- **Built from scratch an ROI model** for very complex campaign measurement to ask for **8x budget** (from 100k to 800k).

2007 - 2008

London, UK



Social Media Analyst

Yahoo! (11k Employees - \$7bn Revenues)

First job experience (during University) in a big internet corp.

- Created **analytics and product dashboard** for coordination of weekly performance for 5 regional teams.
- Performed **360° competitor benchmarking research** to introduce new product features.

TECH SKILLS

Analytics / Machine Learning

Python (Beginner)

Machine Learning Models

Tableau

Google Analytics

LANGUAGES

English



Italian



French

