

Martina Ercoli

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WORK EXPERIENCES

Advinser, Asciano — *SEM Specialist*

JAN 2019 - PRESENT

- Management of advertising campaigns on search engines and social networks
- SEO analyses and copywriting
- SEO-oriented translations
- SEM Reports and Analytics

Intarget:, Cascina — *Media Planner*

FEB 2017 - DEC 2018

Daily management of advertising campaigns on multiple platforms, monitoring, optimization, data analysis and reports creation.

Organization for Transformative Works — *Volunteer Translator*

MAR 2015 - PRESENT

Translation of internal and external documentation, including texts using ESP.

EDUCATION

Università degli Studi di Macerata, Macerata — *Laurea triennale*

SEP 2012 - JUL 2016

- Language and linguistics: English, Russian and Arabic languages and translation
- General, Italian and applied linguistics
- Arabic philology

Final thesis title: Video games localization and the Arabic-speaking market

Final mark: 110/110 cum laude (ECTS evaluation level A).

Centro Studi Comunicare l'Impresa, Bari — *Master*

MAR 2017 - OCT 2018

- Export Credit Risk Management
- International circulation of goods: customs, logistics and contracts
- Marketing Principles
- International contracts
- Internationalization and Marketing

CERTIFICATIONS

Google Ads Search Certification

Google Analytics Individual Certification

Google Ads Mobile Certification

Google Shopping Ads Certification

Google Ads Video Certification

Google Ads Display Certification

Bing Ads Accredited Professional

Yandex.Direct Expert

LANGUAGES

Native Italian speaker
proficient in English (C2).