

Franco Lucchetti

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Head of SEO

High-performance organic growth | Budget, Team, Stakeholders Mngmt | Technical and Analytics

Analytical, data-driven and track-record proven head of SEO department with over 14 years of experience resolving technical SEO problems, increasing organic visibility and cross-channels integration as well as budget and multilingual projects. Ability to manage key stakeholders in complex organizations in diverse industries. Expertise in growing SEO performance for the biggest brands, driving conversions and process efficiencies.

WORK EXPERIENCE

Collinson Group - London, UK

PRESENT

Head of SEO/External Consultant

Overall responsibility for the quality of output and performance of all SEO and Content for the brand Columbus Direct Travel Insurance and strategic lead as well as hands to evaluate the effectiveness of all the SEO campaigns against objectives. Explore new ways of scaling content production with analytics, data and commercial teams to develop content strategies to achieve business goals and revenue growth

Key achievements

- Increased traffic by 40% YoY launching the new airport guides. Conversion rate jumped from 1% to 5% and delivered. Example of airport pages: LAX +90% organic traffic, +65% CR, +130% revenue, JFK +91% organic traffic, +103% CR, +270% revenue
- +30% revenue uplift on the peak season for Columbus Direct travel Insurance, off piste insurance +5k%, 12% CR and over-rank competitors in the niche for Travel Insurance and related terms

SEO and Content Manager

Responsible for managing the SEO, Content and Link Building strategy for Columbus Direct UK, Priority Pass WW, easyJet travel insurance project and Flight Delay Mastercard.

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Mediacom - London, UK

November 2015 - August 2017

Sr SEO Planner

Responsible for the SEO and Content Strategy EMEA for GSK (GlaxoSmithKline) managing 25+ GSK brands across South Europe

Key achievements

- + 50% of organic traffic in 6 months for any brands
- Collaborated Improved ultra-competitive generic keywords for all pharmaceutical brands
- Based on the results, GSK approved the SEO campaigns for more brands and new projects

European Institute of Design - Rome, Italy

November 2012 - November 2014

Master's Degree Google Analytics Lecturer

- Fundamental of Google Analytics
- Google Analytics Advanced web metrics implementation

Ad Maiora - Rome, Italy

November 2011 - October 2015

SEO Manager & data analyst

Responsible for the SEO projects for many leading brands among which Fincantieri (4th largest shipbuilder in the world) ENI (one of the seven Supermajor oil companies in the world)

Key achievements

- Successfully managed +40 brands
- + 300% traffic increase in 12 months for Luxury brands which lead to ~+1M revenue
- Improved ultra-competitive generic and long tail keywords for all the brands

PROFESSIONAL SKILLS

- SEO process management and budgeting
- SEO Agency management
- PPC
- Cross Channels Strategy
- Technical SEO and Auditing (Desktop, Mobile – Accessibility, Performance, Web App)
- Content Strategy/SEO Roadmap
- Dynamic optimization rules in PHP and other programming languages
- SEO and Cybersecurity
- CRO - ROI

- UX for GA and SEO/IA (information Architecture)
- HTML, PHP, JS (AngularJS + SEO) Rendering
- UI
- Advanced web metrics Google Analytics
- Link Building
- Stakeholders management

EDUCATION

Imperial Business Analytics: From Data to Decision – *Imperial College Business School, UK*

Statistic, Python, Descriptive, Predictive and Prescriptive Analytics

Business Analytics: Decision Making Using Data – *University of Cambridge, UK*

Descriptive, Predictive and Prescriptive Analytics, Machine Learning and data analysis

Post-graduate master in Marketing – *La Sapienza University Rome, IT*

Degree in Science of Communication – *La Sapienza University Rome, IT*