



Sara Borghi

SEO Manager

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↪ [Personal Website](#),
[LinkedIn](#),
[Canotto Pizza \(Hobby\)](#),
[SEO Content](#)

Date of birth

31/07/1983

Skills

Analytical Thinking Skills

On-page SEO

Technical SEO

HTML & CSS

JavaScript

Creative Problem Solving

Content Marketing

Google Analytics

UX Design

Off-page SEO

Adobe Analytics

Data Analysis

SEO Copywriting

Project Management

e-Commerce SEO

Python

Web scraping

Profile

SEO & Content Marketing Consultant since 2010.

I am passionate about helping businesses and non-profit organisations grow their organic (i.e. not linked to paid advertising dynamics) visibility through digital channels, particularly through Google search.

When I'm not focused on supporting my clients, I'm busy testing new Neapolitan pizza doughs, reading (mostly non-fiction), skiing or hiking in the beautiful Dolomites, where I live.

Key skills: SEO, Content Strategy, Content Marketing, Technical SEO, Project Management, Data Analysis.

Employment History

Head of SEO, Arsenalia Group, Modena

October 2024 — Present

Arsenalia Arsenalia Group is a parent company founded in 2019 that operates in strategic and management consulting, integrating independent excellence companies. The group manages high-tech digital transformation projects across Europe, generating €200M in revenue with over 2000 employees and combining technology, creativity, and experience across multiple specialized companies.

My responsibilities:

Team Leadership

- Lead a remote team of two SEO advisors, setting clear KPIs and ensuring excellence in delivery
- Foster a culture of innovation and continuous improvement through effective communication

SEO Services & Strategy

- Develop compelling SEO proposals and tailored solutions for clients
- Drive client success through strategic planning, implementation, and performance optimization
- Define pricing strategies and identify new market opportunities

Training Excellence

Languages

Italian

English

Spanish; Castilian

Hobbies

Skiing, Trekking, Climbing,
Reading (mainly non-fiction),
Travelling and Pizza Making.

- Spearhead internal and client-facing SEO training programs
- Create comprehensive training materials and keep teams updated on industry best practices

Strategic Vision

- Define and execute the group's long-term SEO roadmap
- Pioneer innovative approaches to organic search and guide service evolution
- Lead strategic decision-making for all SEO initiatives

Customer Success Manager (SEO), Oncrawl, Bordeaux

November 2022 – Present

Oncrawl is an SEO platform that can provide customers with detailed data on their site's performance and help them identify optimization opportunities. Oncrawl won the 2022 Best SEO Software Suite at the European Search Awards.

As Customer Success Manager, my responsibilities are:

Customers

- Ensure the onboarding phase of customers and develop the use of its portfolio of users
- Ensure a minimum churn rate and a positive growth of the MRR of its customer portfolio in accordance with the company's strategy
- Carry out and deliver our products related to our Professional Services catalog (website audits, training, and workshops on SEO and data)
- Assist clients with platform usage and technical issues

Strategic Projects

- Design, participate and deliver on internal structuring topics through OKRs

Support for Oncrawl teams

- Participate in pre-sales actions with the sales team
- Assist our internal teams with platform usage issues and technical problems
- Qualify and communicate product development needs
- Participate in the development and testing of new features of our solution
- Follow market trends and SEO best practices
- Evangelize our tool through participation in Oncrawl's marketing activities

SEO Manager, POD Digital, Lutterworth, United Kingdom

October 2021 – Present

Key responsibilities:

- Ownership of 3 key accounts within the SEO team
- Formulation and execution of results driven SEO strategies on your accounts
- Content strategy creation and implementation
- Managing 2 SEO copywriters (their time, professional development and quality of work)
- Leading on internal training streams, lifting the team with your expertise
- Technical optimisation of client content and site architecture
- Keeping up to date with latest SEO initiatives and applying these learnings to your work
- Identifying gaps and opportunities based on keyword and backlink analysis

- Directing technical and content audits and driving the subsequent recommendations
- Directing monthly SEO reports and creating insightful next steps and information as required for the client
- Keeping up to date with the latest SEO technology, SEO updates and industry changes

Results achieved so far:

- Increased organic traffic by 34% YoY on the main client's website
- Improved the number of Top 10 Google's rankings by +61% YoY for the main client
- Increased the SEO leads on coachhousepianos.co.uk by 25% YoY

SEO & Digital Strategist, Trasparenze Adv, Milan, Italy

March 2021 – Present

Trasparenze Adv is a boutique digital marketing agency based in Milan, Italy.

As SEO & Digital Strategist, I am responsible for developing and carrying forward the SEO strategies across all the agency's clients.

Specifically, I am charge of:

- Developing and implementing effective SEO strategies and projects from start to finish, including analysis, on-site technical optimization, content creation and off-site optimization projects (e.g. link-building)
- Monitoring daily the performance of our websites using SEO tools, Google Analytics and Google Search Console and suggest opportunities for improvement
- Monitoring keyword rankings to identify poor performing keywords for improvement and areas of opportunity
- Analyzing and monitoring organic search engine traffic, identifying trends and areas for growth
- Creating SEO performance reports, share insights key stakeholders
- Keeping up with the latest SEO trends, developments, and best practices
- Performing in-house training for clients and agency team members.

Global SEO Manager, Costa Crociere SpA, Genoa, Italy

June 2017 – July 2021

Costa Crociere SpA is the largest Italian travel group and Europe's number one cruise operator with 69 years of tradition in passenger shipping. The Group is headquartered in Genoa (Italy) and comprises the brands Costa Cruises, AIDA Cruises and Costa Asia.

As Global SEO Manager, I was responsible for:

- Increasing qualified organic traffic and conversions to the Costa Crociere B2C websites, manage the SEO and Content third party suppliers and improve the online reputation of the brand
- Training and educating internal teams on SEO related topics, such as: On-site SEO, Off-Site SEO, Technical SEO, Web Performance Optimization and UX Design.

Head of SEO, Bytek Marketing Srl, Rome, Italy

May 2016 — June 2017

Bytek Marketing is one of the fastest growing Inbound Marketing agencies in Italy.

As Head of Digital Marketing, I was responsible for:

- Managing a team of 10 young marketing professionals
- Maintaining the day-to-day communications with clients
- Carrying through marketing strategies for over 10 clients, including Nestle and Lottomatica (a multinational gaming company)
- Training marketing managers and entrepreneurs about SEO and Digital marketing.

SEO Manager, Resolution Media Australia, Sydney, Australia

April 2011 — July 2014

Resolution Media, an Omnicom Media Group company, is one of the largest search agencies in the world. The company manages more than \$1.2B in media investments, with more than 600 specialists in 60+ offices worldwide.

As SEO Manager, I:

- Managed a small team of SEO specialists
- Increased the organic traffic by 230% YoY for Bakers Corner website (a baking recipes website owned by Nestle), via keyword research, content creation, and internal linking
- Successfully implemented the website migration for ING Direct in March 2014
- Achieved +64% increase in organic traffic YoY for Purina Australia (2013 vs 2012).

Education

Master of Arts (M.A.) Economics and Communication, University of Lugano, Lugano

October 2006 — June 2009

Final dissertation: *"Online Promotion in Tourism: the Silversea Case"*

Final mark: 8.5/10

Bachelor of Arts (B.A.) Economics and International Marketing, University of Modena and Reggio Emilia, Modena

September 2002 — March 2006

Final mark: 100/110

Master in Growth Hacking Marketing, TAG Innovation School, Rome

February 2017 — June 2017

Learned how to quickly grow users through data analysis and by combining different digital marketing tactics such as SEO, SEM, Social Adv, Native Advertising, Email Marketing and UX Design.

Extra-curricular activities

Speaker, Digital Travel London, London

June 2018 – June 2018

<https://digitaltraveleu.wbresearch.com/speakers/sara-borghi>

Writer, Dario Flaccovio Editore

September 2016 – September 2016

Author of the book "Vademecum SEO", a practical guide to Content Marketing for SEO.

References

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