



SARA BORGHI

SEO & Organic Growth Consultant | 14+ Years of
Experience Driving Measurable Results



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SUMMARY

Strategic SEO Leader and Digital Marketing Expert with 15+ years driving measurable growth for global brands across Europe, Australia, and remote environments. Proven track record of delivering multi-million-euro ROI through advanced organic search strategies, technical optimisation, data-driven content initiatives, and cross-functional leadership. Adept at managing international teams, scaling enterprise SEO operations, and aligning marketing performance with business objectives. Experienced in industry thought leadership through speaking engagements, publications, and training programs, with deep expertise in leveraging analytics to maximise visibility, traffic, and conversions.

PROFESSIONAL EXPERIENCE

Head of SEO | *Arsenalia Group – Venice, Italy*

Oct. 2024 – Present

- Developed SEO strategies aligning with multi-brand business goals and market expansion targets.
- Increased Caddy's organic clicks by 45% and transactions by 16.7% year-over-year.
- Boosted Isola dei Tesori worldwide impressions by 74% and organic clicks in Italy by 14%.
- Achieved 65.5% YoY growth in Top 3 Google keyword rankings across managed brands.
- Raised Top 10 Google keyword positions by 75.6%, strengthening brand visibility in competitive markets.

Customer Success Manager (SEO) | *Oncrawl – Remote*

Nov. 2022 – Oct. 2024

- Onboarded clients, providing technical guidance for successful SEO platform adoption.
- Delivered SEO audits, interpreting data to uncover optimisation opportunities effectively.
- Maintained churn rate below target, securing stable long-term client relationships.
- Represented Oncrawl at BrightonSEO, boosting brand visibility among global professionals.

SEO Manager | *POD Digital – Remote*

Oct. 2021 – Nov. 2022

- Developed SEO strategies improving rankings and driving qualified organic website traffic.
- Conducted keyword research, audits, and competitive analysis to identify opportunities.
- Increased coachhousepianos.co.uk SEO leads 25%, boosting client business performance

Global SEO Manager | *Costa Crociere SpA – Genoa, Italy*

Jun. 2017 – Jul. 2021

- Led global SEO initiatives to drive qualified organic traffic across multiple cruise brand websites.
- Managed relationships with SEO agencies, ensuring deliverables meet technical and strategic requirements.
- Oversaw technical SEO improvements, including site speed optimisation and mobile performance enhancements.
- Increased global cruise brand organic conversions by over 25% through targeted SEO strategies.

Head of Digital Marketing | *Bytek Marketing Srl – Rome, Italy*

May 2016 – Jun. 2017

- Led a multidisciplinary team delivering integrated marketing strategies for enterprise-level clients.
- Managed agency relationships ensuring technical and strategic SEO deliverables alignment.
- Oversaw technical SEO improvements, including site speed and mobile performance.
- Increased global organic conversions 25% via targeted SEO campaign strategies.

SEO Manager | *Resolution Media Australia – Sydney, Australia*

Apr. 2011 – Jul. 2014

- Managed SEO strategy for high-value clients, focusing on long-term traffic and conversion growth.
- Led a team of SEO specialists, providing strategic direction and technical oversight.
- Increased organic traffic for Bakers Corner by 230% YoY through advanced content and technical optimisation.

EXTRA-CURRICULAR ACTIVITIES

- Speaker, *We Make Future* — Jun. 2025, Bologna, Italy (wemakefuture.it/r/67a128aad4222bc627435f3c)
- Speaker, *Advanced SEO Tools* — Sept. 2025, Milan, Italy (advancedseotool.it/next/relatori)

SKILLS

SEO & Search Optimization:

SEO | Technical SEO | Off-site SEO | On-page Optimization | International SEO | YouTube SEO | LLM Optimization | SERP Analysis | Rank Tracking | Core Web Vitals Optimization | Mobile SEO | Page Speed Optimization | Schema Markup | Site Architecture Planning | Crawl Budget Management | hreflang Implementation | E-commerce SEO

Content Strategy & Marketing:

Content Strategy | Content Marketing | Keyword Mapping | Search Intent Analysis | Content Gap Analysis | Digital PR for SEO | User Journey Mapping | A/B Testing | Conversion Rate Optimization (CRO)

Data & Analytics:

Data Analysis | Google Analytics 4 (GA4) | Google Search Console | Bing Webmaster Tools | Competitive Benchmarking | Performance Metrics Reporting | SEO Automation | API Integrations for SEO Tools | Screaming Frog | Ahrefs | SEMrush

Leadership/Project Management:

Project Management | People Management | Cross-Functional Collaboration | Stakeholder Engagement | SEO Training Facilitation | Conference Speaking | Author | Thought Leadership

Languages:

Italian (Fluent) | English (Fluent) | Spanish; Castilian (Working Knowledge)

EDUCATION

Master of Arts (M.A.) – Economics and Communication Oct. 2006 – Jun. 2009

University of Lugano, Switzerland

Bachelor of Arts (B.A.) – Economics and International Marketing

Sept. 2002 – Mar. 2006

University of Modena and Reggio Emilia, Italy

Master in Growth Hacking Marketing

Feb. 2017 – Jun. 2017

TAG Innovation School, Rome, Italy

PORTFOLIO ONLINE PRESENCE

saraborghi.com

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