

# SARA BORGHI

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

Address: Modena, Italy · Phone: +393292861366 · Email: [hello@saraborghi.com](mailto:hello@saraborghi.com)

Portfolio & Online Presence: [saraborghi.com](http://saraborghi.com) | [linkedin.com/in/saraborghi](https://www.linkedin.com/in/saraborghi) | [@saraborghi](https://twitter.com/saraborghi) | [Canotto Pizza](https://www.canottopizza.com) | [SEO & More](#)

---

## PROFILE SUMMARY

---

Strategic SEO Leader delivering measurable growth for global brands across diverse markets. Expert in technical optimisation, data-driven content strategies, and cross-functional leadership, achieving multi-million-euro ROI. Recognised industry thought leader through speaking, publications, and training, with proven ability to leverage analytics to maximise visibility, traffic, and conversions.

## SKILLS HIGHLIGHTS

---

<b>SEO:</b>	SEO   Technical SEO   Off-site SEO   On-page Optimization   International SEO   YouTube SEO   AI Search / GEO   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
<b>Content Strategy &amp; Marketing:</b>	Content Strategy   Content Marketing   Keyword Mapping   Search Intent Analysis   Content Gap Analysis   Digital PR for SEO
<b>Data &amp; Analytics:</b>	Data Analysis   Competitive Benchmarking   Performance Metrics Reporting
<b>Leadership/Project Management:</b>	Project Management   People Management   Cross-Functional Collaboration   Stakeholder Engagement   SEO Training Facilitation   Conference Speaking   Author   Thought Leadership
<b>Tools:</b>	Google Search Console, GA4, Bing Webmaster Tools, Oncrawl, Sitebulb, ScreamingFrog, SEMRush, Ahrefs, Python (Google Colab), SEOZoom, Claude by Anthropic
<b>Languages:</b>	Italian (Fluent)   English (Fluent)   Spanish; Castilian (Working Knowledge)

---

## PROFESSIONAL EXPERIENCE

---

<b>Head of SEO   Arsenalia Group – Venice, Italy</b>	<b>Oct. 2024 – Present</b>
<ul style="list-style-type: none"><li>Developed and oversaw SEO strategies aligning with multi-brand business goals and market expansion targets.</li><li>Increased Caddy's organic clicks by 45% and transactions by 16.7% year-over-year.</li><li>Boosted Isola dei Tesori worldwide impressions by 74% and organic clicks in Italy by 14%.</li><li>Achieved 65.5% YoY growth in Top 3 Google keyword rankings across managed brands.</li><li>Raised Top 10 Google keyword positions by 75.6%, strengthening brand visibility in competitive markets.</li></ul>	
<b>Customer Success Manager (SEO)   Oncrawl – Remote</b>	<b>Nov. 2022 – Oct. 2024</b>
<ul style="list-style-type: none"><li>Onboarded new clients, providing technical guidance and ensuring smooth platform adoption for SEO success.</li><li>Delivered advanced SEO audits, interpreting data to identify optimisation opportunities for client websites.</li><li>Maintained churn rate consistently below target, securing long-term client engagements and account stability.</li><li>Represented Oncrawl at BrightonSEO for two years, increasing brand visibility among global SEO professionals.</li></ul>	
<b>SEO Manager   POD Digital – Remote</b>	<b>Oct. 2021 – Nov. 2022</b>
<ul style="list-style-type: none"><li>Developed targeted SEO strategies for client websites, improving rankings and increasing qualified organic traffic.</li><li>Conducted keyword research, competitive analysis, and site audits to identify optimisation opportunities.</li><li>Collaborated with content creators to ensure keyword alignment and SEO best practices in all deliverables.</li><li>Improved coachhousepianos.co.uk SEO leads by 25%, driving significant business growth for the client.</li></ul>	
<b>Global SEO Manager   Costa Crociere SpA – Genoa, Italy</b>	<b>Jun. 2017 – Jul. 2021</b>
<ul style="list-style-type: none"><li>Led global SEO initiatives to drive qualified organic traffic across multiple cruise brand websites.</li><li>Managed relationships with SEO agencies, ensuring deliverables meet technical and strategic requirements.</li><li>Oversaw technical SEO improvements, including site speed optimisation and mobile performance enhancements.</li><li>Increased global cruise brand organic conversions by over 25% through targeted SEO strategies.</li></ul>	
<b>Head of Digital Marketing   Bytek Marketing Srl – Rome, Italy</b>	<b>May 2016 – Jun. 2017</b>
<ul style="list-style-type: none"><li>Led a multidisciplinary team delivering integrated marketing strategies for enterprise-level clients.</li><li>Planned and executed multi-channel campaigns across SEO, PPC, social media, and content marketing.</li><li>Delivered 120% ROI on multichannel campaigns for high-profile clients including Nestlé and Lottomatica.</li></ul>	
<b>SEO Manager   Resolution Media Australia – Sydney, Australia</b>	<b>Apr. 2011 – Jul. 2014</b>
<ul style="list-style-type: none"><li>Managed SEO strategy for high-value clients, focusing on long-term traffic and conversion growth.</li><li>Led a team of SEO specialists, providing strategic direction and technical oversight.</li><li>Increased organic traffic for Bakers Corner by 230% YoY through advanced content and technical optimisation.</li></ul>	

---

## EDUCATION

---

<b>Master in Growth Hacking Marketing   TAG Innovation School, Rome, Italy</b>	<b>Jun. 2017</b>
<b>Master of Arts (M.A.) – Economics and Communication   University of Lugano, Switzerland</b>	<b>Jun. 2009</b>
<b>Bachelor of Arts (B.A.) – Economics and International Marketing   University of Modena and Reggio Emilia, Italy</b>	<b>Mar. 2006</b>

---

## EXTRA-CURRICULAR ACTIVITIES

---

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

## REFERENCES

---

- **Charlie Sparks** – POD Digital | +44 7738 614409 | charlie@poddigital.co.uk
- **Paolo dello Vicario** – Bytek Marketing Srl | +39 366 356 7343 | paolo@bytekmarketing.it
- **Jeremy Beckett** – Resolution Media | +61 434 814 895 | jb@belmoredigital.com