

Carlotta Bartolini

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<https://www.carlottabartolini.com/> 

Fully Vaccinated + Boosted. **Bilingual** (Italian/English) **global marketing professional** with 6+ years of experience and a Master's in Integrated Marketing Communications from Georgetown University, Washington, DC. **Technology:** Google Analytics, WordPress, Canva, Google Ads, HubSpot, Pardot, ActiveCampaign, SEO tools. Email Marketing | Automation | SEO | Lead Generation | CRM | CMS | Analytics | Social Media | Storytelling | Design

PROFESSIONAL EXPERIENCE

SITE-SEEKER INC. (Utica, NY – Remote)

Digital marketing agency providing internet marketing services to 50+ B2B & B2C national & international clients

Account Manager (AM) & Internet Marketing Specialist, March 2021 – Present

- Managing 7 clients and working on other AMs' clients for a total of \$1.3M+
- Grew accounts by an avg. of 46% & maintained 100% of the managed clients from 2021 to 2022
- Leading Site-Seeker's email & automation marketing strategies and ideating & creating integrated campaigns
- Collaborating with & supporting all AMs with their clients' projects including email marketing & automation, content creation, lead intelligence, SEO, paid advertising, web development, social media, reporting & PR

SYMBA LLC (San Francisco, CA – Remote)

B2B SaaS startup offering internship management software and matchmaking solutions

Marketing Manager/Independent Contractor, November 2020 – January 2021

- Developed a comprehensive digital marketing strategy for 2021
- Led marketing department, managed interns, and performed communication efforts

THE CHILDREN'S ART STUDIO (Washington, DC)

Non-profit offering summer art camps and art workshops

Marketing Intern, June 2019 – December 2019

- Increased enrollment by 100% within 6 months by creating and executing marketing strategy – performed research; developed insights & digital and traditional marketing tactics & monitored website performance

IL TULIPANO NERO (Sant'Agata Feltria, IT – Remote)

150-person family-owned Italian restaurant

Social Media Manager, January 2016 – December 2019

- Increased reservations by 60% within 6 months by managing and enhancing social media presence

Offering pro-bono marketing services to organizations in the national capital area

Pro-Bono Freelancer, September 2019 – Present. Projects include efforts for:

- **HOYA PEERS TO PEERS (P2P):** spearheading virtual networking events with up to 100+ attendees, leading partnership initiatives, increasing mailing list from 0 to 400+, managing volunteers to support outreach strategies
- **NETWORK FOR VICTIM RECOVERY OF DC:** developed data-driven integrated campaign strategies to increase funds & brand awareness by conducting research, scheduling content strategy and developing deliverables

INDEL B (Sant'Agata Feltria, IT)

Division of Berloni Group S.r.l., a multinational commercial appliance company

Commercial Department Intern, June 2015 – August 2015

- Supported marketing manager to develop product display booth & managed database in Oracle

EDUCATION

GEORGETOWN UNIVERSITY, 4.0 GPA

Washington, DC

Master's Degree, Integrated Marketing Communications (IMC)

- Recipient of 2020 *Golden Bulldog Award* & represented IMC program in [promotional video](#) for the university

UNIVERSITY OF URBINO

Urbino, IT

Bachelor's Degree, Foreign Languages & Cultures – focus on Business

ADDITIONAL INFORMATION

Described as: goal-driven, multitasker, problem solver, detail-oriented, collaborative, strategic, organized, persuasive

Other Roles: [Freelance Projects](#), 2019-2020; Student Aide at Hoya Kids, 2018-2020; Au Pair, 2016-2018; Event Coordinator, 2017; Barista, 2009-2015 (summers & special events)

Motivated | Resilient | Flexible | Innovative | Creative | Proactive | Leader | Growth-Oriented | Positive