FRANCESCO CALLIGARI

Content Marketer | Content Strategy, SEO & AI Search | Social Media

Ancona, Italy (open to relocation, available Dec 2026) | EU citizen | +39 379 234 7975 | francescocalligari22@gmail.com
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PROFESSIONAL SUMMARY

Content marketer who drives both reach and revenue, working across SEO and AI-search content, social media and short-form video. Economics background, international experience at a Finnish PropTech company, and a sports brand built from zero to 300K+ views. Seeking a junior digital or content marketing role.

WORK EXPERIENCE

Digital Marketing Intern, CubiCasa | Helsinki, Finland | Feb 2026 – May 2026
Finnish PropTech company (floor plans created with a smartphone), marketing to the US real-estate market.

- **SEO & AI Search:** Researched keywords in Semrush and wrote 12 educational articles in WordPress, optimised for search visibility and LLM citation; reached 10K+ Google Search Console impressions within the internship.
- **Short-form video:** Produced 4 short-form videos for Instagram, TikTok, YouTube and LinkedIn, generating 7.5K+ views (3K+ Instagram, 2.5K TikTok, 2K YouTube) and up to 8% engagement on Instagram.
- **Paid social:** Designed a TOFU-MOFU-BOFU Meta Ads funnel targeting US real-estate agents, including the bottom-of-funnel creative.
- **Testing:** Wrote copy variants for landing-page and messaging A/B tests.

Co-founder & Social Media Manager, Disonesti FC | Osimo, Italy | Sep 2024 – Jun 2026
Amateur football club and Instagram brand (@fcdisonesti), built from scratch alongside full-time study.

- **Content & reach:** Generated 300K+ views in the first year from an audience grown from 0 to 250 followers, through 200+ Instagram posts and a recurring match-day content system; 94.5K views and 7.2K accounts reached in the first 90 days alone.
- **Community:** Drove up to 10% engagement with interactive formats such as fan MVP voting.
- **Sponsorship:** Secured €5,000 in cash sponsorships over two seasons from 4 local sponsors; 2 renewed for season two.

Microsoft Product Advisor, CPM Italy | Ancona, Italy | Nov 2025 – Jan 2026

- **Sales:** Sold 70+ Microsoft products (~€25K in sales value) in two months through needs analysis and product demonstrations.
- **Customer advisory:** Recommended devices, software and services, translating technical features into clear customer benefits.

EDUCATION

Bachelor's Degree in Economics, Università Politecnica delle Marche | Ancona, Italy | Oct 2023 – Dec 2026 (expected)

- **Thesis:** "Content Marketing as a Productive Asset: The Transition from a Communication Tool to a Competitive Advantage in the Digital Era"
- **Relevant coursework:** Marketing · Statistics · Business Economics · Corporate Finance · International Economics · Microeconomics

Digital Marketing & AI Agents, Professional Master (non-degree), Start2Impact University | Online | Oct 2024 – Present

- **Modules:** Digital Marketing Strategy · Content Marketing · SEO · Social Media Marketing · Digital Advertising · Analytics · AI & Automation

CERTIFICATIONS

Google Ads Search Certification (2026) | HubSpot Digital Marketing Certification | Claude 101 (Anthropic)

ADDITIONAL EXPERIENCE

- Head waiter (from waiter), Napoli's, Osimo, Italy (Jun 2022 – Jun 2025): led service for ~120 covers per night.
- SUP Rental Manager & Instructor, MOKI SUP, Numana, Italy (Jun – Sep 2020): ran daily operations; +30% sales vs 2019.
- Group Coordinator & Entertainer, WAVE Viaggi, Corfu, Greece (Jul – Aug 2025): groups of ~100 travellers.
- Maintenance Volunteer via Worldpackers, Tenerife, Spain (Oct 2025).

SKILLS

Content & SEO: Content Marketing, Content Strategy, SEO Copywriting, Keyword Research, AI Search (GEO)
Social & Video: Social Media Marketing, Short-form Video, Community Management
Paid & Funnel: Meta Ads Creative, Full-funnel Content (TOFU-MOFU-BOFU), A/B Test Copywriting
Tools: Semrush, Google Search Console, Google Analytics, WordPress, Excel, Meta Business Suite, Canva, Figma, CapCut, ChatGPT, Claude, Microsoft Office, Google Workspace
Languages: Italian (native), English (C1, Cambridge Advanced), Spanish (B2, self-assessed)