



Silvio Deda

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Address: Tirana, Albania (Work)

ABOUT ME

I am a Digital Marketer & WordPress Developer with over 8 years of experience planning, coding, testing and launching marketing campaign. I have worked as a part of a team or independently and have managed contractors in their projects.

WORK EXPERIENCE

FEB 2021 – CURRENT Tirana, Albania
DIGITAL STRATEGIST AMA CAFFE

- Designing and building website front-end and back-end.
- Creating the website architecture.
- Designing and managing the website back-end including database and server integration.
- Generating WordPress themes and plugins.
- Conducting website performance tests.
- Troubleshooting content issues.
- Conducting WordPress training with the client.
- Monitoring the performance of the live website.
- Develop optimization strategies that increase the company's search engine results rankings.
- Research SEO keywords to use throughout the company's website and marketing materials.
- Set measurable goals that demonstrate improvement in marketing efforts.
- Monitor daily performance metrics to understand SEO strategy performance.
- Efficiently communicate with other marketing professionals to align goals.
- Collaborate with others within the marketing department to manage SEO strategy.
- Write compelling and high-quality website content, including blog posts and page descriptions.
- Update content and website links for maximum optimization and search engine rankings.
- Testing Neuroscience Marketing.

Business or Sector Accommodation and food service activities | **Department** Marketing | **Website** amacaffe.com

FEB 2022 – FEB 2024 Pristina, Kosovo
DIGITAL MARKETING LECTURER (PART TIME - REMOTE) ROI ACADEMY

Helping students learning:

1. Creating a business online from scratch
2. Social Media Strategy
3. Search Engine Optimization
4. Google Ads
5. Email Marketing

Business or Sector Education | **Website** roiacademy.net

JAN 2020 – JAN 2021 Tirana, Albania
PRODUCT MARKETING MANAGER JUPITER COMPUTER SYSTEMS

- Creating Advertising Leads for B2B in Facebook ADS Manager (META)
- Creating Advertising in LinkedIn.
- Email Marketing using Send Blaster.
- CRM creating from scratch.
- Build on product messaging that sets new products apart from others in the market to give them a unique selling point



- Communicate the vision and value of new products to the sales team and develop sales tools that facilitate the selling process
- Plan and participate in the launch of new services and products which involve several different departments
- Take part in presentations
- Obtain insights into customers' usage of current products, untapped opportunities and buyer personas, through interviews, surveys, focus groups and sales data
- Review inventory levels and ensure product availability
- Agree timelines and deadlines for the development of new products with product management, engineering or manufacturing departments
- Use market research data to establish product pricing
- Create content such as case studies, videos, website copy and blog posts
- Speak and present about products to both external and internal audiences
- Test new goods and products
- Propose and keep within a budget
- Research competitor offerings
- Recruit and develop a team of product marketing executives

Business or Sector Information and communication | **Website** jupiter.al

JUN 2019 – AUG 2020 Tirane, Albania

DIGITAL MARKETING LECTURER (PART TIME) INSTITUTI PROFESIONAL ATC TIRANE

Helping students learning:

- Writing and editing content
- Facebook ADS Manager (Meta)
- Mailchimp
- Canva
- WordPress
- SEO Strategy
- Designing webpage layout
- Determining technical requirements
- Updating websites
- Creating back up files
- Solving code problems
- Fundamentals of design imaging
- Basic web design
- Animation
- Multimedia design
- Content management
- Editing for video and audio
- Multimedia programming and technology
- Databases
- Webpage scripting
- Programming
- Digital imaging
- Multimedia design
- Web development

Business or Sector Education | **Website** ipatc.al/en

AUG 2014 – DEC 2019 Tirana, Albania

WEB DEVELOPER & DIGITAL MARKETER KONTAKT SH.P.K

Responsible for working on a range of projects, designing appealing websites and interacting on a daily basis with graphic designers, back-end developers and marketers.

- Developing and maintaining the front end functionality of websites.
- Participating in discussions with clients to clarify what they want.
- Designing prototypes for apps and websites.
- Creating logos, banners and buttons for websites.
- Writing cross-browser compliant XHTML, CSS, PHP & JavaScript.
- Simultaneously managing several databases and reporting tools.
- Contacting external webmasters to confirm link placements.
- Provide guidance to other team members on web development issues.
- Developing websites that have a consistent feel and look throughout all web properties.
- Providing technical support to end users.
- Identifying and correcting software deficiencies.
- Devising SEO strategies based around specific keywords.



- Helping formulate an effective, responsive design and turning it into a working theme and plugin.
- Support team with C# to create Holograms for Hololens.

Business or Sector Construction | **Address** Artan Lennja, 21 Dhjetori Tirane, 1001, Tirana, Albania | **Website** kontakt.al

MAY 2016 – OCT 2020 Tirana, Albania

IT SUPPORT & WEB DEVELOPER (PART TIME) FATINI DESIGN

- Management and Monitoring of LAN / WAN / VoIP
- Implementation of new systems (servers, storage, software)
- Network administrator
- Printer Network Installation and Configuration
- Computer and Server Maintenance
- Router/Firewall pfSense (Management & Monitoring)
- ViciDIAL Management (Leads, Lists, Campaigns)
- Design and support for the company
- Administration of the email server
- Design and implementation with other platforms (custom domain, CRM, Mailchimp) of various Landing Pages
- Design of Banner Ads with Photoshop ■ Web Analytics Integration for the landing pages and websites (integration of the Google Analytics for detailed reporting)
- Worked on multiple projects simultaneously to a high standard.
- Escalated operational issues to senior management.
- Involved in a project to develop a large online gaming website.
- Addressed cross-browser compatibility issues.
- Integrated websites with Facebook, Twitter, and YouTube.

Business or Sector Manufacturing | **Address** Casa Italia, Tirana, Albania | **Website** fatini-design.com.al

AUG 2013 – APR 2014 Tirana, Albania

COMPUTER HARDWARE/SOFTWARE TECHNICIAN COPIER COMPUTER CENTER

- Computer Hardware Upgrades & Repairs ■ Software Installation and Maintenance ■ Network Repairs & Installations ■ Copier/Scanner/Printer Machines Maintenance ■ Responsible of the Computer Parts Orders

Business or Sector Information and communication | **Website** ccc.al

EDUCATION AND TRAINING

2018 – 2020 Durrës, Albania

MASTER'S DEGREE, APPLIED COMPUTER SCIENCES Aleksander Moisiu, Faculty Of Technology and Information

Courses taken: Cryptography, Coding Theory, Algorithms, Data Mining, Mobile Programming, Digital Economy & E-commerce, Advanced Computer Architecture, Project Management, Parallel Programming, Database Administration, Artificial Intelligence, Advanced Web Development, Project Management, Databases

2013 – 2017 Durrës, Albania

BACHELOR IN COMPUTER SCIENCES Aleksander Moisiu, Faculty Of Technology and Information

Computer Science and Electronics Engineering

LANGUAGE SKILLS

Mother tongue(s): **ALBANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user



DIGITAL SKILLS

Word Press | Excellent knowlende of graphic software (Adobe Photoshop Adobe Indesign Adobe Illustrator) | Google (Google Business Google ADS e Google Analytics) | Social Media | Amazon Web Services (AWS) (basics) | ORIENTATION TO EDUCATIONAL NEUROSCIENCE | CRM | Facebook, Facebook ADS | LinkedIn, LinkedIn ADS

DRIVING LICENCE

Driving Licence: B

ORGANISATIONAL SKILLS

Organisational skills

Leadership and organization skills in intense environments, acquired during the organization and administration of a team

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

An ambitious problem solver with a passion for online businesses, and who would like to join a team of like-minded developers. As someone who takes responsibility for his own personal development, he is continually evaluating and upgrading his skills so that he stays at the cutting edge of web development.

JOB-RELATED SKILLS

Job-related skills

Web Development

- Knowledge of PHP, XHTML, CSS, XML and JavaScript/jQuery.
- Awareness of the Web Development industry, and new technologies.
- Social Media Monetisation Strategies.
- Developing multi-user applications within a (SOA) service orientated architecture.
- Writing up technical manuals and user instructions.
- Strategically thinking through all parts of the design process.
- Knowledge of payment processing, customs clearance and multi-currency pricing.

Professional

- Able to organise own workload effectively and prioritise tasks.
- Can quickly understand business requirements and then translate these into functional requirements.
- Having a passion for customer service & responding quickly to enquiries.
- Can manage multiple projects in a fast-paced, deadline-driven environment.
- Adaptable and able to quickly pick up new techniques.
- Understanding of W3C standards, web accessibility & best practice.
- Knowledge of international web standards and protocols.

OTHER SKILLS

Other skills

- Passionate about doing a good job.
- First rate interpersonal and communication skills, able to easily interact with fellow developers and customers alike.
- Comfortable with being the 'go to' person in a company.
- Strongly committed to all projects from inception right through to the end.
- Confident, friendly and easy to get along with.

CONTINUING PROFESSIONAL EDUCATION

Continuing Professional Education

Online Courses:

1. Udemy - www.Udemy.com
2. Learn Photoshop, Web Design and Profitable Freelancing
3. Photoshop For Web Designers
4. Web Design, HTML & CSS for Rookies



5. Running A Web Desing Business
6. Learn To Build Beautiful HMTL5 Websites in 1 Month
7. SEO Training Course By MOZ - Lynda - www.Lynda.com
8. Wordpress Essential Training
9. Wordpress SEO - CBT Nuggets - www.CBTNuggets.com
10. Leading with Vision
11. Managing Hight Potentials
12. Building Professional Relationships
13. Coaching High Potentials
14. Creating a Culture of Strategy Execution
15. Ken Blanchard on Servant Leadership
16. Leadership Foundations
17. Become a Digital Marketer
18. Google Hash Code

VOLUNTEERING

JUN 2017 – SEP 2017 Durrës
Red Cross Albania

Beach supervisor for problems such as:
Stifling
First aid

Link <https://www.kksh.org.al/>

2018 – 2019 Tirana
Ted Talks Translator

CERTIFICATION

Digital Marketing Certifications

1. Introduction to Amazon Elastic Compute Cloud (EC2)
2. The Fundamentals of Digital Marketing Google
3. Become a Digital Marketer - LinkedIn
4. SAP ERP Essential Training