

CURRICULUM VITAE

I am [Marcello Moresco](#), **SEO Specialist, Content Creator and Web Designer**. I have been working for over **20 years** both on traditional media and on the web. My graphic, copywriting skills and training has led me over the years to take care of the corporate Brand Identity for important clients. Since **2001** on the web side, and since **2015** I manage WordPress to create design and SEO contents to publish ranked websites and blogs for my personal and client's projects. I've also dedicated my experience to the training side, with a professional WordPress course.

Today, my personal website/blog [acquarioincasa.it](#) is best ranked on Google for the Italian market with over 300 articles and pages. I create WordPress websites and SEO contents for my clients. Also, as a passionate **Photographer**, I shoot still life and lifestyle pictures for eCommerce and commercial websites.

Working Experiences

2001/2023

Currently I write SEO contents for 3 eCommerce websites (Prestashop), of which I manage all activities about indexing and SEO positioning for Google and other search engines. I also manage the WordPress corporate website, writing and publishing page contents and scheduled blog articles. I optimize all images from Photoshop to the web sites, and I create graphics for websites and social networks when required.

2016/2021

I've got my online brand **Gestione WP**. In over 5 years I've worked for my clients, providing graphics, technical assistance, content management and SEO activities for WordPress websites. In over 5 years, I've published more than 60 new websites with WordPress CMS. I'm a SiteGround web hosting WordPress affiliate.

2002/2015

Art Director and Graphic Designer for **Neos Air**. In over 14 years I've edited the on-board magazine "Neos in Flight Magazine".

2006/2014

Art Director and Graphic Designer for **Magazine International** (Milan). In over 8 years I've made Layouts and graphics for many special projects edited by Hearst USA publishing house. I also supported the marketing department with graphics as required.

2005/2001

Web Designer and Graphic Designer for **Italia Web Factory**. In over 4 year I've crated graphics and managed contents for **Ferrovie delle Stato** and **Ministero dell'Ambiente** creating their websites.

2001/1996

Graphic Designer and Head of Services for **Federico Motta Editore**. In over 5 years I've managed and edited 4 monthly magazines.

Studies

1992 - Attested in Graphic Design & Publishing

1983/1988 – 5 years Diploma in Fine Arts

Foreign languages

Proficient spoken and written English

Contact:



Marcello Moresco

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