Noah Galimberti

SEO & GEO Marketer: from strategy to build

Vimercate (Milan), Italy Open to remote and relocation +44 7586 203580
noah.galimberti@gmail.com linkedin.com/in/noahgalimberti

PROFILE

SEO and GEO marketer with 3 years of UK agency and in-house experience. Plans search strategy and builds it hands-on: websites, structured data, tracking and integrations. Managed 12+ client accounts at Rollo, leading web, SEO and AI search work, including a recruitment site rebuild with a job portal that grew applications 5× in a quarter. Native Italian, fluent English and Spanish.

KEY RESULTS

5×
Job applications
Unify HQ (recruitment) job portal, Aug–Oct vs May–Jul 2026

2×
Organic users
Same site. Organic share 24.5% → 40.8%; form completion 43% → 84%

+30%
AI citation visibility
Across 4 client sites (Semrush), plus Google AI Overviews placements

Unify HQ traffic figures from GA4, Jan 2024 to Mar 2026; site relaunched Mar 2025.

EXPERIENCE

Account Manager · Rollo, Portsmouth, UK — Aug 2024 – Oct 2026

Marketing agency. Started across social, video and events, then specialised in web, SEO and AI search.

- Managed **12+ client accounts** across hospitality, finance, architecture and design, construction, recruitment and marketing.
- Designed, built and optimised **8+ client websites** end to end on WordPress (Elementor, WooCommerce), Shopify, Wix and Framer.
- Ran technical, on-page, off-page and local SEO: keyword research, site structure, page speed, Google Business Profile and reviews.
- Led **GEO (AI search optimisation) for 4 clients** since 2024: schema markup, FAQ and answer-first content, llms.txt, AI crawler access and third-party brand mentions.
- Set up measurement and integrations: GA4, Google Tag Manager, Search Console, Hotjar, AI referral tracking, booking systems, e-commerce and a live job portal feed.
- Produced social media and video content for hospitality clients, including The Cookhouse Streetfood and La Casa Flamenca.
- Used Claude and AI workflows to automate content production, reporting and build tasks.

Marketing Assistant · Resolve, Portsmouth, UK — Nov 2023 – Jul 2024

Equipment hire company. Broad in-house marketing role.

- Led social media across LinkedIn, Instagram and TikTok, growing followers and engagement on every channel.
- Managed the company website and supported SEO, increasing online visibility and site traffic.
- Planned and sent email marketing campaigns; created digital and print materials in line with brand guidelines.
- Helped run the company's stand at Solar & Storage Live London 2024, including event artwork.
- Reported campaign performance and aligned sales and marketing priorities.

SELECTED WEBSITES

Built at Rollo. Design, build and SEO unless noted.

Unify HQ
unifyhq.com
Recruitment. Job portal integration.

Paragon Marketing
paragonmarketing.co.uk
PPC landing pages, GTM, Hotjar.

Carter Bond
carterbondhq.com
Accounting. Pay calculator.

Resolve
weare-resolve.com
Equipment hire.

Rollo
thisisrollo.com
The agency's own site.

Geoff Holt MBE
geoffholt.com
Non-profit. Build and SEO only.

SKILLS AND TOOLS

SEO Technical, on-page, off-page, local; keyword research; Google Business Profile

GEO / AI search Schema, llms.txt, Google AI Overviews, AI citation and referral tracking

Analytics GA4, Google Tag Manager, Search Console, Semrush, SEObility, Hotjar

Web WordPress, Elementor, WooCommerce, Shopify, Wix, Framer, GitHub

Content Web and blog copy, social media, photography and video, Adobe Creative Cloud

AI and productivity Claude, AI workflows and automations, Notion

EDUCATION

BA (Hons) Digital Marketing, 2:1
University of Portsmouth · 2023

CERTIFICATIONS

Certified Digital Marketing Associate
Digital Marketing Institute · 2023

Google Analytics Certificate
Google · 2023

Social Media Marketing
HubSpot · 2022

Fundamentals of Digital Marketing
Google · 2021

LANGUAGES

Italian	Native	Spanish	C1
English	C2	German	A2