

Paolo Mirabella

WEB & DIGITAL MARKETING SPECIALIST · TECHNICAL BACKGROUND IN COMPUTER SCIENCE

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PROFILE

I design and build websites, e-commerce platforms and digital campaigns, with a technical background in computer science that leads me to work on the code directly rather than delegate it.

I have been building websites since the late nineties: first self-taught and on commission, alongside technical roles in industry and healthcare, then full time from 2021. That is over twenty years of practice and more than 200 projects delivered for startups, SMEs and large organisations across Italy.

I handle the whole course of a project — strategy, design, development, SEO, content, data analysis — and since 2023 I have built artificial intelligence tools into my daily workflow. My earlier technical career, on medical devices and quality systems, makes me effective in regulated sectors, where information has to be communicated precisely and documented.

SKILLS

Web design and development

HTML · CSS · WordPress · WooCommerce · SureCart · Shopify · Webflow · Framer

Programming languages

Python · Java · JavaScript · C · PHP

SEO and search engine marketing

Organic rankings · Technical optimisation · Content marketing

Digital marketing

Google Ads · Meta Ads · LinkedIn Ads · TikTok Ads · Email marketing · CRM integration and management

Graphics, images and video

Adobe Illustrator · InDesign · Photoshop · Affinity Designer, Publisher and Photo · Figma · Canva · Capture One · DaVinci Resolve · Final Cut · CapCut

Applied artificial intelligence

Assisted content creation and copywriting · Data analysis · ROI reporting · Workflow automation · Research and document synthesis

Analysis and measurement

Google Analytics · Google Search Console · ROI reporting

Quality systems

ISO 13485 · EU MDR 2017/745 · Internal and external audits · Non-conformity management

DIGITAL EXPERIENCE

2024 — PRESENT · ASMED® S.R.L., SCANDICCI (FI)

Web & Digital Marketing Specialist

- Design, development and maintenance of the company websites, with support and updates
- SEO work for search engine rankings; campaigns on search engines and social channels
- Content creation: copy, graphic elements, video editing; creation and management of the social profiles
- CRM integration and management; creation and management of email marketing campaigns
- Data and ROI analysis with the related reporting
- Support for the Quality System for medical devices (ISO 13485) and for compliance with EU regulation MDR 2017/745

2021 — 2023 · ANGELICO WEB, FLORENCE

Web Developer & SEO Specialist

- Development of websites, e-commerce platforms and responsive landing pages for companies, associations and freelancers
- Complete redesign of existing sites to improve navigation, design and search engine rankings
- Management of video, photographic and written content production

PROJECTS

ASMED · Istituto Rinaldi Fontani · REAC Longevity Center · SONC · Acqua Zeta

- **2025 — AI workflow integration.** Implementation of artificial intelligence tools to automate content creation and data analysis.
- **2024 — SEO optimisation and lead generation.** SEO strategies and content marketing campaigns that led to a 60% increase in organic traffic for ASMED® S.r.l.

EARLIER TECHNICAL CAREER

Twenty years in technical and coordination roles, carried out alongside the web work. This is where my knowledge of regulated sectors comes from, the habit of documenting and measuring, and hands-on programming practice.

- 2023 — 2024

Quality Department Officer — Bevco, Prato
Internal and external audits, management of internal and supplier non-conformities, preparation for ISO certification, drafting of forms, reports and process statistics.
- 2017 — 2021

Electromedical device and water treatment technician — Medical Devices Group, Ravenna
Maintenance and technical support on electromedical devices in hospitals and clinics; operation of reverse osmosis and double-pass osmosis plants for healthcare and industrial use.
- 2010 — 2016

Technical Manager — Acquacenter, Florence
Coordination of the technical office for installations, maintenance and support; research, selection and management of suppliers; research and implementation of new technologies.
- 2005 — 2010

Water treatment plant technician — Aquanova, Florence
Installation, maintenance and technical support on water treatment plants for food and industrial use.
- 1998 — 2005

CNC machine programmer — Berlincioni Group, Florence
Operation and programming of CNC machines for metal stamping and engraving.
- 1997 — 1998

Mechanic — Autofficina Tufi, Impruneta (FI)

TRAINING

- 2021 — 2022

SEO Specialist
- 2020 — 2021

Digital Marketing 4.0
- 2020 — 2021

Persuasive communication
- 2019 — 2020

Digital graphic design
- 2017 — 2019

Professional photo and video
- 1996

Diploma in Computer Science — ITC A. Volta, Bagno a Ripoli (FI)

LANGUAGES AND OTHER

Italian native speaker · English B2 · Driving licence (category B)

I authorise the processing of my personal data pursuant to Italian Legislative Decree 196/2003 and Regulation (EU) 2016/679.
Florence, 16 August 2026 — Paolo Mirabella