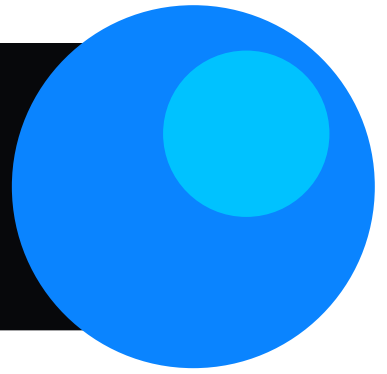




Americo Di Cola

Ecommerce, Digital Marketing & Creative Technology Specialist

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PROFILE

Creative technology and digital marketing specialist with over 19 years of experience across visual communication, ecommerce, audiovisual production and web/app development. I help brands build digital ecosystems that combine strategy, premium visuals, content, automation and measurable growth.

EXPERIENCE

Hotel Fashion Store & Diviso2Outlet 2026 - Present

Marketing Manager · Web Developer · Graphic Solutions · Social Media

- Operational and strategic marketing management for two fashion retail and ecommerce brands.
- Website development and optimization, UX, visual content, banners and product presentation.
- Creation of graphic assets for campaigns, social media, promotions and commercial communication.
- Configuration of technology solutions, automations and technical support for business processes.
- Coordination of digital growth initiatives: ambassador program, fidelity card, gift card and WhatsApp bot.

SarniOro · Italy 2018 - 2026

Marketing & Audiovisual Solutions Provider

- Creation of graphic content and motion graphics for LED walls, websites and social media channels.
- Development of the brand's visual identity through campaign concepts and monthly promotions.
- Optimization of macro photography and packaging processes to improve brand perception.
- Implementation of SEO and social media strategies to increase visibility and customer experience.
- Development of content strategies and creative assets supporting a network of over 70 jewelry stores.

SELECTED WORK & LIVE CHANNELS

Hotel Fashion Store - hotelfashionstore.it / Instagram: @hotel_fashion_store
 Diviso2Outlet - diviso2outlet.it / Instagram: @divisodue_outlet
 SarniOro Gioiellerie - sarnioro.it / Instagram: @sarniorogioiellerie
 Zolglove - zolglove.com / YouTube: @zolglove

CORE SKILLS

Creative

Adobe Suite Graphic Design
 Motion Video 3D

Web & Ecommerce

Shopify WordPress
 Landing Pages UX Flutter

Marketing

Meta Ads Google Ads SEO
 Analytics Klaviyo

Automation

AI Tools Workflows
 WhatsApp Bot No-code
 Systems

Experience, education and international profile

EXPERIENCE

Zolglove - Venezuela, Panama, Italy

2008 - Now

Founder & General Manager

- Strategic, creative and operational direction of digital and communication projects.
- Branding, digital marketing, integrated communication, web/app development and audiovisual production.
- End-to-end creative project management, from initial concept to production and final delivery.
- Coordination of multidisciplinary teams: design, motion graphics, web development, marketing and content creation.

AMC Productions

2006 - 2008

Content Developer & Audiovisual Producer

- Concept and production of video and motion graphics for TV spots and cinema-related projects.
- Support for campaign development through audiovisual storytelling and high-impact content.

Mira TV

2004 - 2006

Content Marketing Specialist & Graphic Designer

- Creation of graphic and visual content for television programs and advertising campaigns.
- Support to editorial and production teams in optimizing creative processes.

EDUCATION

University Santa Maria

Social Communication and Journalism - 5 semesters approved

IUTIRLA

Audiovisual Sciences and Photography - 5 semesters approved

LANGUAGES

Spanish - Native

Italian - Fluent

English - Fluent

INTERESTS

Business innovation, technology, golf, music, gastronomy, photography and travel.