



ENRICO TARANTINO

Marketing Manager

DETAILS

Nardò, Lecce, Italy - 30/07/1986

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PROFILE

Luxury hospitality manager with 10+ years' experience leading brand strategy, digital transformation, and multi-property pre-openings across Italy. Proven ability to combine creativity and analytics to drive double-digit revenue growth, strengthen brand equity, and manage cross-functional teams. Skilled in aligning board-level vision with operational execution, building distinctive luxury brands, and delivering measurable results. My strength lies in combining strategic clarity, creative direction, and analytical rigor to build long-term competitive advantage.

EMPLOYMENT HISTORY

Marketing Manager, Egnazia Ospitalità Italiana

JAN 2025 – PRESENT

- Lead group-wide marketing strategies for a portfolio of luxury hotels, aligning offline & digital initiatives.
- Oversee cross-functional team and manage marketing budget.
- Designed integrated campaigns enhancing guest experience & brand positioning, directly supporting revenue growth.

Digital Marketing Manager, Egnazia Ospitalità Italiana

MAR 2023 – DEC 2024

- Launched digital marketing operations for the newly established hotel management group.
- Increased direct bookings YoY and reduced dependency on OTAs through performance-driven campaigns.
- Built and led digital infrastructure across all properties.

Digital Marketing Manager, Borgo Egnazia

JAN 2023

- Directed digital strategy
- Grew online revenue and enhanced international visibility across target markets.

Digital Consultant, Borgo Egnazia

JAN 2018 – DEC 2019

- Drove digital transformation projects, boosting direct booking share
- Managed website redesign, SEO & PPC campaigns, ensuring stronger luxury market positioning.

Social Media Consultant, Borgo Egnazia

- Built brand presence on Social Media accounts
- Increased engagement rate.

Digital Marketing Manager, Maked Agency

JAN 2016 – DEC 2018

- Led a team of designers, developers, copywriters delivering full-stack digital campaigns.
- Achieved growth for top clients in fashion & hospitality.

Telecommunication Engineer, Fondazione Ugo Bordoni & WiLab

2008 – 2012

EDUCATION

Master's Degree in Telecommunication Engineering, University of Bologna

110/110 cum laude

Bachelor's Degree in Telecommunication Engineering, University of Bologna

110/110 cum laude

Scientific High School Diploma, Galileo Galilei, Nardò

100/100

SKILLS

Luxury Brand Strategy & Positioning

Revenue Growth & Direct Booking Optimization

Cross-Functional Team Leadership

International Market Development

Pre-Opening & Go-to-Market Campaigns

Board-Level Stakeholder Management

Digital Transformation & Performance Marketing

LANGUAGES

Italian

Spanish

English