



Alessandro (Alex) Pilotto

Head of Digital Strategy

E-commerce Marketing & Customer Acquisition
Certified By Digital Marketer.com | Inbound Certified
By Hubspot

Contact

alex@alexpilotto.com.au

[0432 388 865](tel:0432388865)

[Linkedin](#)

What you'll like about me

I'm a Growth Marketer with 7+ years of experience in full-funnel marketing. I have worked directly with over 30 brands, ranging from SaaS and startups to B2B and B2C brands. I also have white-labelled digital marketing for local agencies and collaborated with top marketing providers, including PixelPalace, Crocodile Marketing, You&Co, Think Smart Marketing, and Shuttle Marketing.

Experience & expertise

Head of Digital Strategy – Multimerce

July 2022 – Present

- Brand development and positioning strategy
- Strategic full-funnel marketing implementation & optimisation
- Revenue forecasting and budget management
- Audience segmentation & marketing automations
- UI/UX analysis & conversion rate optimisation
- Performance analytics and insight reporting
- Web development (Shopify/Wordpress)
- Technical SEO

Senior Digital Marketing Consultant – Alex Pilotto

Sep 2016 – June 2022

- Comprehensive digital marketing strategy and execution, specialising in brand growth and online presence optimisation (Web development, SEM, SMM, SEO, CRO)

Digital Marketing Specialist – Pixel Palace Pty Ltd

May 2020 – June 2022

- Technical SEO
- Adhoc Digital Marketing (Social Media Advertising, SEM)

Digital Marketing Manager – Wylera Hair

Jun 2021 – Sep 2021

- Shopify infrastructure review & website launch
- Talent recruitment and external agency management
- Performance analytics and insight reporting

Shopify Plus Manager (3-month Contract) – Fitcover

Nov 2020 – Feb 2021

Over a three-month contract, I repositioned and relaunched the Fitcover brand.

- **Optimised subscription service:** Increased average subscription order value from AUD \$53.04 to \$78.85 in Australia and from USD \$37.18 to \$57.95 in the USA/Canada, with a projected growth of 900–1800 new subscribers in 6 months.
- **Revenue uplift post-rebrand & launch:** Significantly improved revenue metrics, including a +67% increase in conversion rate in Australia and +86% in the USA/Canada, leading to a +40% revenue uplift in a brief timeframe.

Acquisition Specialist – YNC Agency

Dec 2019 – Oct 2020

- Marketing channel strategy development and testing for new SaaS
- Revenue forecasting and budget management
- Performance analytics and insight reporting

CRO Account Manager – Conversion Kings

Sep 2018 – Jun 2019

- In-depth data analysis
- UX and CRO audits
- Client account management

Learn more about my [work personality and strengths here](#)