

SANTE J. ACHILLE

After acquiring a degree in engineering in 1986, Sante worked for major aerospace companies as a design engineer.

In 1991 he joined the European Space Agency as a project management team member in the Earth Observation Directorate at ESTEC in The Netherlands.

In 1993 he was introduced to the World Wide Web and was fascinated by the technology and the far-reaching implications on society. In 1994 he participated in the second World Wide Web Conference held in Chicago to understand and learn more about this "new" media. He then resigned from his post with the European Space Agency to start his own business.

Today he is a Professional Search Marketing Consultant to Industry and businesses of all sizes with 25 years of hands-on working experience.

He provides consulting services in partnership with major Italian and international Web Agencies. He is a featured speaker at national and international events.

Sante has spoken at many Search Marketing events over the years, including the University of Bournemouth (UK). He is also Chairman of the international Search Marketing Conference: [SMXL](#).

[This is an interview at TBEX](#) (International event on Travel and Tourism ([Billings Montana](#), Sept. 2019) where Sante gave a presentation on the use of [Structured Data for Advanced SEO](#). Sante has more recently spoken at [TBex Marbella in Spain, Greece](#), and [BrightonSEO](#) (UK), [Chairman of SMXL Milan](#).

EXPERIENCE

DATES FROM 1995 – DATE

SEARCH MARKETING SPECIALIST

Has a strong focus on SEO and is knowledgeable on Google Ads.

EDUCATION

JULY 1986

MECHANICAL ENGINEERING, UNIVERSITY OF L'AQUILA

It's okay to brag about your GPA, awards, and honors. Feel free to summarize your coursework too.

DECEMBER 2020

PYTHON FOR DATA SCIENCE, COURSERA (UNIV. MICHIGAN)

Sante is working on a specialisation certificate in [Applied Data Science with Python Specialization](#) to acquire a new skill set to efficiently read and understand the growing amount of available data to search marketers. Data is proving to be an essential element to solve problems and identify opportunities.

SKILLSET

- SEO (Main focus – with a comprehensive outlook - main objective: create websites that "convert.")
- Search & Social media Advertising (with another part of the team)
- Editorial guideline development for content creation
- Copy optimisation
- Search & Social media Advertising (with another part of the team)
- Courses and training
- Problem-Finding & Solving
- Basic python scripting for Data Science

ACTIVITIES

Sante has been working remote with Clients for over 20 years. They are based in the United States, UK and Europe.

Please see [Sante's Google Reviews](#) for some first-hand feedback from Clients.

AREAS OF INTEREST WHERE SANTE CAN HELP AND MAKE THE DIFFERENCE

- The creation of new digital marketing teams
- Training of new or existing staff
- Very Large Website (or networks of Websites) Optimisation
- Troubleshooting situations of "digital disruption" (sudden loss of online visibility)
- Performance audits (to verify the performance of an external agency, identify opportunities for further growth, critical areas, to solve existing issues and "unearth" latent areas of potential concern (Problem -Finding)
- Strategic consulting to assist in the process of digital transformation and implementation of digital technologies within organisations.
- Ongoing coaching and performance monitoring
- Search Engine Optimisation and Search Engine Advertising Services
- Implement SEO Strategies which contemplate the use of LLMs (Use of ChatGPT and Prompt Engineering).