

Annibale Marsili

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Nationality: Italian

Residency: Mexico

Professional Profile

Results-oriented Executive with 20+ years of experience working within the banking, financial, and real estate markets in Italy, the UK, Spain, and Mexico.

He has led, developed, and inspired high-performing cross-functional teams to exceed targets.

He worked as a Digital Marketing specialist in London and currently he is working as SEO Copywriter and Chief Editor at WellEstate Investments in the Riviera Maya, México.

He is a freelance translator specialized in **financial, web, and editorial translations**.

He holds a Master's degree in Business Administration, with a specialization in Marketing, at LUISS University Business School in Rome.

He has a High Proficiency in Web Translation certificates from SSIT (Scuola Superiore per Interpreti e traduttori)

He has a professional certificate in Social Media Marketing from Meta Business (ex-Facebook).

Career Summary

SEO Copywriter / Chief Editor

May 2022 - present

WellEstate Investments – Playa del Carmen, Mexico

- Web Content Writer: company's blog articles (ENG and ESP)
- Text for company's website (www.cardinaltulum.com)
- Copy for Facebook Ads and Google Ads campaigns
- E-mail marketing workflow
- Copy for landing page
- Scripts and copy out for videos

Translator / SEO Copywriter

April 2021 – May 2022

Maya Ocean Real Estate – Playa del Carmen, México

Maya Ocean Real Estate is a Master broker & real estate agency that began operations in the Riviera Maya in 2008.

- Finance specialist: evaluating investment return of real estate projects and risk analysis
- Digital Marketing:
 - Social Media and Marketing Campaigns Copywriter
 - Web writer: articles for company's blog in EN and ES
 - Text creation for brochures product sheets
 - Translations from ES to EN

Improved website page authority by 24 points.

Freelance Translator

July 2018 – present

Books translated

From ENG to ITA

- "Investing Made Simple: Warren Buffett Strategies to Building Wealth and Creating Passive Income" by A. Wilson
(ASIN: B07SZM3TYP) (BN ID: 2940156531202) (ISBN: 9781547590834)
- "Entrepreneurs Guide to Cannabis: How to make Money in the Cannabis Industry" by A. Wilson
(ASIN: B097NNZZ9Y) (BN ID: 2940165301940) (ISBN: 9781667400594)
- "High Finance: The Secret Wall Street Doesn't Want You to Know" by Logan C. Kane
(ASIN: B08MTF877G) (BN ID: 2940164695644) (ISBN: 9781071568200)
- "Forex Trading for Beginners" by Owen Jones
(ASIN: B094TCX97Z) (BN ID: 2940165377693) (ISBN: 9781071598801)
- "Rebuilding Alexandra Small" by Mo Fanning (in progress)

From ITA to ENG

- "Sindòn la misteriosa Sindone di Torino" by Guido Pagliarino
(ISBN e-book: 9788835413660) (ASIN e-book: B08NCHSTVB) (ISBN paper book: 9788835413677)

From ESP to ENG

- "El Espía" by Juan Moisés De La Serna
(ISBN e-book: 9788835405672) (ASIN e-book: B088HDDCZY) (ISBN paper book: 9788835405689)

He is a member of A.T.I. (Associazione Traduttori e Interpreti), membership n.371.

Articles published

Part of my article's portfolio on:

www.clippings.me/annibalemarsili

Websites and Landing Pages

www.wineprofit.com (from ITA to ESP)

www.narcissusrivieramayarealestate.com (from ITA to ENG)

www.cardinaltulum.com (in progress) (from ESP to ENG)

Finance VSL Copywriting

www.ShinnemanWealthGroup.com

And more...

- Collaboration with Tecnológico de Monterrey and Udem (Universidad de Monterrey) students to translate study programs from ESP to ENG (for the applications to U.S. universities)
- Translations of financial statements, financial reports, and contracts in ENG, ESP, and ITA

CFO / Accounting Manager

January 2015 – July 2018

Easy Log S.R.L. – Roma, Italy

Reporting directly to CEO.

- Managing financial and administrative departments of +100 employees' company conglomerate, specializing in the areas of logistics, distribution platforms, facility management.
- Activities: - Financial accounting manager - Financial planning - Operational risk management - Treasury - Project Management – Team Leadership.
- Achievements: Improved companies' efficiency; modernization and restructuring of financial/administrative procedures; enhanced effective risk control.
- Responsible for business recovery, recruitment & selections, people development, and implementation of best practices.

<https://www.easy-log.it>

Team Leader/Financial Advisor

Jan 2014 – Jan 2015

Prudential, Inc. USA – Rome, Italy

Managing Director/Digital Mktg Specialist

July 2011 – Jan 2014

Marsili & D'Amico Ltd – London, UK

UK start-up company focused on:

- Real Estate Finance
 - Real Estate Marketing
 - Business Development
- ✓ Leading the start-up of a new company based in the UK:
- defining the mission of the business;
 - planning the digital marketing strategy and implementation;
 - developing and project managing the expansion plan to drive Italian companies to make business in London
 - following the business financial analysis.
- ✓ Industries:
- 👉 Commercial & Residential Real Estate
 - 👉 Business Development

Real Estate Finance Specialist

July 2011 – July 2012

DG Law Ltd – London, UK

Real Estate finance expert specializing in Construction Finance

Bank Director

Sep 2006 – Jul 2011

Banca Credito Cooperativo Palestrina – Roma, Italy

- ✓ Leading new branches as a core pillar to the bank's growth strategy in the market, with a key focus on new client's acquisition, enhancing and redefinition of the bank financial products offer, and accurate assessment of the credit risk management.
- ✓ Achievements: great improvement on bank's profitability and clients' solvency ratios.

Bank Manager

Jan 1996 – Sep 2006

UBI Banca – various branches, Italy

- Premium Clients Manager
- Financial Investments Manager
- Deputy Bank Manager
- Credit Analyst

Staff Writer/Chief Editor

Benzinga – London, UK

<https://www.benzinga.com/author/annibale-marsili>

Forbes

<https://www.forbes.com/sites/benzingainsights/2012/01/11/has-staying-out-of-the-eurozone-helped-turkey-and-polands-economies/?sh=31b0194f7b1f>

WellEstate Investments

<https://www.wellestateinvestments.com>

Narcissus Real Estate & Investments

<https://narcissusrivieramayarealestate.com>

EDUCATION

Master's Degree in Economics and Business Administration
Marketing Specialization

L.U.I.S.S. Guido Carli – International University and Business School -
Rome, Italy

High Proficiency in Web Translation Eng-Ita

SSIT (Scuola Superiore per Interpreti e traduttori)

Certification Training Course "Come diventare traduttori in Italia"

CW-ELAB

It includes the following topics:

- Localization
- Post-editing Machine Translation
- Cat tool
- SDL Trados Studio
- Memo Q
- Memsources
- MateCat
- Transcreation
- Patent translation
- Medical translation

CERTIFICATIONS

Financial Accounting

Wharton Business School, University of Pennsylvania

Administración Financiera

UNAM (Universidad Nacional Autónoma de México)

Introducción a la Contabilidad Financiera

IESE Business School

Social Media Marketing Professional Certificate

Meta Business (ex-Facebook)

Creative Writing

Wesleyan University

Learn English: Advanced Grammar and Punctuation

University of California - Irvine

LANGUAGES

Italian (native)

Spanish

English

French