



GERALDINE BARTOLO

T-SHAPED MARKETER

CONTACT

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- Fleur de Lys, Malta

EDUCATION

- 2018 - 2019
Diploma in Digital Marketing
Digital Marketing Institute
- 2015 - 2017
Master Creativity & Innovation
University of Malta
- 2010 - 2014
Bachelor Of Communication
University of Malta

LANGUAGES

- English
- Italian
- German
- French



WORK EXPERIENCE

- ③ **Digital Marketing Manager** 2022 - Present
Fast Track
Elevating Fast Track's reputation from a CRM startup to an enterprise-level powerhouse and the market leader within the iGaming industry.
- ③ **Social Media Specialist** 2020 - 2022
Casumo
Managing Casumo's channel strategy - working across teams to deliver quality content for multiple markets. Tracking and reporting on performance, ensuring compliance, and alignment to brand TOV and business targets.
- ③ **Digital Marketing Specialist** 2019 - 2020
Yellow
Responsible for Yellow's digital presence. Leading the editorial calendar in collaboration with influencers, internal and external partners. Occasionally writing and organising events.
- ③ **Senior Marketing Executive** 2017 - 2019
BigMat Malta
In charge of the marketing strategy & budget, aligned with BigMat's KPIs. Organizing in-store events, improving shop experience, online and offline marketing.



PERSONAL PROJECTS

I created [The Healthy Malteser](#) blog to gain hands-on experience with WordPress, SEO, and to develop my writing and communication skills.



MY SKILLS & EXPERTISE

Marketing Strategy Social Media Project Coordination
Content Creation Hiring Teamwork Organization SEO



INTERESTS

CrossFit F1 Football Guitar Blogging Cooking