



# Catherine Gason

## INTEGRATED MARKETING EXPERT

+39-339-6213830

catherine@gason-marketing.com

gason-marketing.com

international-seo-consultant.com

Via dei Cavazzeni 5  
34121 Trieste (TS), Italy

## EXPERTISE

### Integrated Digital Marketing

Optimizing content, SEO, paid media, and social performance

### SEO & Multichannel Search

Driving international visibility across multiple platforms

### Leadership & Fractional CMO

Aligning execution with goals, teams, and budgets

## LANGUAGES

### French and Italian

Native-level proficiency

### English

Excellent written and spoken proficiency

### Dutch and German

Basic proficiency with prior speaking experience and active reading skills

## Work Experience

Jan 2013 - Present

### GasOn Marketing

#### Integrated Digital Marketing & Fractional CMO

Multilingual digital marketing specialist with 25+ years of international experience. I help brands unify siloed marketing tactics into integrated strategies, leveraging Search Everywhere Optimization and multichannel campaigns to drive measurable growth. Recognized on UpWork as an Expert-Vetted freelancer.

- English (main site): gason-marketing.com
- French: gason-marketing.fr
- Italian: gason-marketing.it
- English (SEO-focused site): international-seo-consultant.com

LinkedIn Profile

[www.linkedin.com/in/catherinegason](http://www.linkedin.com/in/catherinegason)

UpWork Profile

[www.upwork.com/freelancers/~01015840d51227c8eb](http://www.upwork.com/freelancers/~01015840d51227c8eb)

2007 - 2015

### APCO Italia | Area Science Park

#### Marketing and Communication Consultant

As a Marketing and Communication Consultant and a member of APCO Italia (Italian Management Consulting Association), I collaborated with companies at the Trieste AREA Science Park in Italy.

2007 - 2010

### SECURUS Group SpA

#### Corporate Investor Communication Manager

At SECURUS SpA, an international group of electronic security companies based in Trieste, Italy, I developed business plans and investor communication materials.

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## EDUCATION

### Management Consultant

Course  
APCO, Italy  
2006

Licence en Sciences  
Commerciales et Financières  
ICHEC, Belgium  
1992

## PERSONAL INFORMATION

Surname | First names  
GASON Catherine Marie Hilda

Date of birth | Place of birth  
25th December 1969 | Seoul  
(South Korea)

Nationality  
Belgian

## Work Experience

1996 - 2007  
**SYAC SpA**

### Marketing and Customer Care Manager

I oversaw marketing and coordinated the international distribution network at SYAC SpA, a manufacturer of video security products based in Trieste, Italy.

1994 - 1995  
**Sofitel London Gatwick**

### Conference Marketing Officer

I managed and executed marketing initiatives for conferences and events at the Forte Crest (now Sofitel) London Gatwick Airport Hotel.

1992 - 1994  
**Hilton London Gatwick**

### Conference Marketing Officer

I managed and executed marketing initiatives for conferences and events at the Hilton London Gatwick Airport Hotel.

## Interests and Hobbies

ONAV-certified wine taster with a passion for exploring new cuisines and cultures. Currently researching my South Korean heritage through adoption.

In compliance with the GDPR (EU Regulation 2016/679) and the Italian Privacy Code (Legislative Decree 196/2003, as amended), I hereby authorize the use and processing of my personal data contained in this document.