



Catherine Gason

INTEGRATED INTERNATIONAL MARKETING

+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.

- gason-marketing.com (Main website)
- gason-marketing.fr (French website)
- gason-marketing.it (Italian website)
- international-seo-consultant.com (SEO-focused site)

LinkedIn Profile

www.linkedin.com/in/catherinegason

UpWork Profile

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.