FIRST NAME / SURNAME	Tommaso Chiari
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TELEPHONE	+39 328.1676907
E-MAIL	tommasochiari@gmail.com
NATIONALITY	Italian
DATE OF BIRTH	24/02/1979
PERSONAL WEBSITE	tommasochiari.com

WORKING EXPERIENCE

COMPANY - MyChicJungle - [April 2012 - till now]
TYPE OF COMPANY - We are a start-up focusing on brand building and web consulting. We became specialists in integrated communication plans. From scratched logotipos to online marketing campaigns we manage all the process to make brands grow fast and safely.
CURRENT POSITION - Web Project Manager - Junior SEO Specialist - CMS Admin (wordpress, prestashop, joomla)

As a **Web Project Manager** I'm in charge of assuring the highest quality level possible throughout the whole project development phases [of course depending on time, budget and available human resources].
I'm the **suitable connection** between the dev department (either internal or outsourced) and the account manager/final customer.
Main tasks for this kind of role can be summarized as:
- follow the clients since the first brief to the final delivery, dealing with quotations, meetings, deadlines
- ensure the best user experience possible (responsive approach, clear navigation, intuitive call to actions etc...) reporting specific needs to the dev units
- monitor the whole development process advising, testing and debugging, in order to achieve estimated goals and delivery deadlines

Here, a bunch of **custom projects** I was responsible for in the last couple of years:
bcmcosmetics.it - Website for the Make-Up division of the BCM Group. The most important italian beauty school
Japal.it - the Mychicjungle e-comm project, where brands can sell their product's lines into dedicated branded pages
BelAir ® by Arbre Magique - The Giugiaro Design car perfumer official website, part of the Arbre Magique brand
degiopreziosi.com - The second italian gold ecommerce seller, with real time fixing quotations of precious metals
made-4 - An historical sartorial italian trademark with a brand new ecommerce website

As a **Junior SEO Specialist** I deal with the following specific areas:
- technical on site seo optimizations as: specific pages titles and meta descriptions, copywriting in a semantic SEO perspective, monitoring keywords density, additional schema.org markup, leverage website caching etc
- Google Analytics metrics as: bounce rate, different traffic sources, devices detection, geographical reports, tracking conversions (form submission, buttons clicked, url visited)
- Webmastertools knowledge for dealing with: not found pages (404), redirections (301), robots file, sitemaps, server errors, keywords position monitoring etc

As a **CMS Wordpress Admin** I can easily do the following:
- server side installation and configuration plus backup and update of all worpdress components: core platform, templates, external plugins.
- wp admin common operations as: menu structure, pages publishing, blogging activities, languages management, template and layout configurations, widgets setup, external plugins installations and minor html/css editing abilities

Here, some wordpress sites 100% arranged and deployed by me in the last 6/12 months:

mychicjungle.com - My employer's website

lavoro.folletto.it - Landing page for lead generation campaign (client: Vorwerk group)

tommasochiari.com - My new personal website

runnertech - Portal for a company offering ERP solutions and consultancy

sparpaglione.it - The website of Sparpaglione law firm in Milan

lachiusa.com - Portal for the bio farmhouse/restaurant of estemeed chef Dada Rener, currently managed by her daughter Masha.

Here a brief list of technical carried out tasks for lachiusa.com:

- full template configuration and website maintenance
- on site SEO (*semantic, technical and page speed optimizations*)
- local SEO and social web presence optimization
- Google analytics metrics analysis and Hotjar report analysis to improve the user experience on the website (*exit pages, traffic sources, bounce rate, forms conversions, heatmaps, live recordings etc..*)

[for a more detailed case study please visit this *google drive doc*]

About **digital marketing:** I'm technically able to set up full **DEM campaigns** following all the process' phases as:

- create responsive email templates (*folletto* - *missrights*) optimizing all aspects like contents, links and CTA in order to enhance the average openings
- publish **responsive landing pages** built with wordpress (*folletto* - *missrights*) matching DEM in overall aspects, implementing tracking pixel and optimizing contact forms with redirect to thank you pages, conditional logics, .csv and .xls export features etc...
- check the campaigns' trends, monitoring CTR, generated leads and other metrics, reporting it to the final clients

As a **CMS/e-commerce Admin** I took advantage of the open source **Prestashop** platform to gain experience. In the last year I've been focused on:

Japal.it - An ecommerce for brands [still in a deployment phase] - main activities I'm involved in are related to: server side prestashop installation and configuration, template setup and customization, project management of dedicated developers' team, products and categories data entry, checkout steps implementations, external plugin installations, debug activities, basic SEO improvements etc...

In addiction to **the above mentioned specific roles,** I'm often involved in different **technical tasks** as for example:

- domains registrations and hosting management (aruba, register, ovh), dedicated server administration via plesk or cpanel, dns zones configurations, websites deployment from test to production enviroment
- pc optimizations, software installations, printers/wifi/mail clients configurations
- html and css debugging, QA testing, responsive/mobile/crossbrowser compatibility issues

Last but not least I'm often involved in the art direction and/or supervision of **brand building concepts** and **offline adv** working along with *Carlo Broglia*, our Senior Advisor and ex CEO/copy/art at DDB Group italian division.

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From here on, some of the most relevant past job experiences

COMPANY - <u>Forum della Meritocrazia</u> - [February 2012 - December 2012]
TYPE OF COMPANY - No profit Organization with the aim of spread the culture of meritocracy
POSITION - Web content manager - Social media manager - Graphic designer

During my freelance activity at Forum delle Meritocrazia I used to create/update the website's contents and manage the Facebook fanpage scheduling and editing posts for the community. I've also been responsible for the <u>full adv campaign</u> for the first edition of the "Notte dei Talenti", an event conceived by Arturo Artom and hosted at Largo Malher Milano Auditorium.

COMPANY - tommasochiari.com - [2005 - till now]
TYPE OF COMPANY - Self employed.
POSITION - Freelance graphic designer, sound designer.

In my freelance activity I accomplished:
- <u>logos</u>
- offline adv campaigns (from the simple flyer to the full event declination)
- <u>sounds landscapes</u>
- audio and video editing
- electronic and hip hop music
- software and hardware workstations setup

I ran for a short time my own vinyl label called <u>Degoba records</u> along with one of my best friends.
During these years I also used to set up dedicated pc workstations, from the hardware's choice to the final OS setup. I also used to read a lot by myself about design principles, brand identity, responsive web design, SEO, marketing strategies & business models (some of my favourite topics.)

COMPANY - <u>Fidelitysalus</u> - [June 2008 - December 2008]
TYPE OF COMPANY - Health & Pharmaceutical consulting.
POSITION - Sales - software testing - customer support - backoffice data entry.

A short but strong job experience. The core business was about selling a specific CRM software for the pharmaceutical customers' fidelization, along with the consulting services we could provide. I was in charge of the 1st release software crm manual. I supported the sales director during several business trips. I also used to get in touch with clients for direct email or phone support. Sometimes I was asked to realize graphic artworks for cd labels or magnetic cards.

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EDUCATION's MILESTONES

Institute	<u>DoLab School</u> - 2015
Qualification	Agile Project management workshop attendance (8 hr)
Subjects	PMI and Prince2 pills - Introduction to Lean and Agile methods - overview of Scrum process phases

Institute	<u>EMIT Feltrinelli</u> - 2014
Qualification	Web analytics course attendance (21 hr)
Subjects	Concepts about tags, cookies, http request, server architecture. Understanding of common analytics metrics, overview of Google Analytics and practice with the main features

Institute	<u>EMIT Feltrinelli</u> - 2014
Qualification	Technical SEO course attendance (36 hr)
Subjects	Search engines - on page optimization - indexing factors - link building - social SEO - main SEO tools

Institute	<u>Forinstitute</u> - 2013
Qualification	Wordpress management course attendance (30 hr)
Subjects	CMS knowledge - installation - frontend/backend - content/articles management - plug in & template

Institute	<u>SPD</u> aka Scuola Politecnica del Design- 2010/2011
Qualification	1st level Web Design Master attendance (8 months)
Subjects	Web design - Web development - UX - UI - Wireframing - SEO - Graphic Design - Motion design

Institute	Istituto mediazione linguistica Perugia - 2008
Qualification	Patente ECDL (European computer driving license)
Subjects	Document editing - data sheets elaboration - database management - presentations production

Institute	Ateneo di Perugia, Facoltà di Economia e Commercio 1999/2007
Qualification	Magistral Doctor Degree in Business Administration
Subjects	Math - statistic - marketing - business strategy/model - law - accounting

LANGUAGES

Italian	Mothertongue
English	Fluent written and spoken

OS KNOWLEDGE

Windows XP, Vista, 7, 8	Advanced
Android > 4.0	Advanced
Mac OS, iOS	Good

PRACTICAL SKILLS & SOFTWARE USAGE

SEO optimization (semantic, technical, local) - Wordpress management - Photoshop & Illustrator - UX & UI - Webmastertools - Google Analytics - Hotjar (funnels, heatmaps, recordings...) - project management - web content editing - social media - Google products suite - PC configurations

HTML/CSS - wireframing - Linux server admin via plesk/cpanel - Prestashop management - Premiere - Indesign - printing rules - audio editing and mixing - Networks/LAN

THEORETICAL KNOWLEDGE

Web marketing dynamics (Adwords, Adsense, Affiliation programs, etc) - Problem solving - UX & UI - relationship management - art direction - RWD & mobile first approach - color theory - canvas business model

Artistic Experiences / Collab

Location: Masseria Borgo San Marco - Brindisi.
Artist: Mario Consiglio
Artwork: Sono venuto a catturare la tua voce - phyisic istallation of a completely handmade vessel by Mario Consiglio
Year: 2012 - June to July
Description: I was asked to _reproduce the most suitable soundscape_ for this artwork, in accordance with the project concept and the clip filmed by Mario Consiglio. I was also in charge of the final video and title editing.

Location: Mc Gallery in New York & Nolias Gallery in London for Sing Sweet Song of Convinction
Artist: Mario Consiglio
Artwork: IO VEDO - A collection of 100 dollar banconotes with Franklin faces redesigned with acrylic by Mario Consiglio
Year: 2012/2013
Description: For the multimedia project of this artowork I was asked to create _the banconotes videoclip and soundscape_ faking as them were shot

Location: Rossocontemporaneo gallery for Save the Beauty - Taranto
Artist: Tommaso Chiari
Artwork: New Weapons Against Agressive Capitalism - The ILVA abduction
Year: 2013 - March to April
Description: I was asked to partecipate in this itinerant exhibition among 100 Galleries across Italy, with the purpose of sensitize the city of Taranto to the culture values and the serious problems due to the steel industry establishment. For this aim I choose to represent _a real "abduction" of pieces of heavy industry_ by a couple of UFO

Location: Milan, on behalf of UmbriaMi Association
Artist: Tommaso Chiari
Contest: best Urban photo took in Milan
Year: 2015
Description: The _UmbriaMi_ association, to which I belong, launched a photo contest among its members. I have won the prize for the best urban shot category with _this b/w smartphone pic_, took near the central station and the Pirelli skyscraper.

Notes and interests

**Mobile oriented, UX addicted, Google enthusiast.**
I'm keen on fresh fast and responsive websites, on/offline adv, clear and simple user experience patterns, last generation smartphones, fashion, art, drum machine, b-movies, chess, hip-hop, jazz, elettronica, tennis, skateboard, ping pong... and everything esle that can stimulate my brain activities.

PS For everything that I cannot accomplish by myself I have a **trusted network of freelancers and agencies** able to provide high quality outsourcing solutions.

Hypertext disclaimer

Due to the amount of **outbound links** included in this document you may land on web pages no more managed by me (as a mychicjungle employee or as a freelance) or you may obtain a 404 (page not found) browser response.