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## CURRENT JOB POSITIONS

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**COMPANY** - Alea - [May 2018 - till now]

**TYPE OF COMPANY** - A 20 yo experienced web agency, with strong background in strategy, web solutions, digital marketing and social media. Official Google and Hubspot Partner and UNI EN ISO 9001:2008 certified

**POSITION** - Digital account and consultant, focusing mainly on liasing with clients and time/task management, with a broad knowledge in UX / UI / CRO / SEO / SEM / COPY / SMM / Business Models / Growth metrics

As the **Digital Account and Consultant** for the Alea Milan quarter, I managed the following clients/projects:

MIDO - The annual largest international show dedicated to the global eyewear sector (on behalf of Francesco Gili as COO)

Klecha&Co. - A leading technology advisory company focusing on supporting clients in achieving their strategic and financial objectives (on behalf of Stephane Klecha & Fabiola Pellegrini as managing partners)

Spaxs (now Illimity Bank) - A legal vehicle built to raise capital in order to develop the first completely Italian digital bank on the market (on behalf of Corrado Passera as CEO)

Stories.Thun - An inbound marketing project for the well reknown italian brand, with the aim of intercept new segments of potential buyer personas (on behalf of Francesco Spanedda as CBO)

Ca' Zampa - The first start-up group in Italy entirely dedicated to the health and well-being of pets (on behalf of Giovanna Salza as CEO / President)

Exquisa - The fresh spreadable cheeses brand of the german Karwendel group, main Kraft competitor. We helped the italian market gain awareness and clients' activation on different on/off line channels.

InTheBoardroom - A network promoting gender balance in top management roles for the growth of italian, but not only, companies (on behalf of Barbara Falcomer as managing director of Valore D)

Moreover, I had the opportunity to take part in creative challanges along with Paolo Licci, visionary senior art director since '80s at TBWA and G&K, currently partner at Lifecircus Agency.

**COMPANY** - WearableItalia - [January 2018 - till now]

**TYPE OF COMPANY** - A start-up facing new market challanges, with a unique selling proposition focusing on top tier fashion accessories embedding IOT technologies that let users take advantage of a set of cutting edge smart features.

**POSITION** - Board advisory in the digital, marketing and business model fields.

As an external strategic consultant, I helped WearableItalia moving the first steps toward the definition of:

- a coherent business model
- a proper brand positioning
- an appropriate digital strategy path
- a growth hacking and agile approach

## EDUCATION MILESTONES

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<b>Company</b>	<u>Massimo Fattoretto</u> - 2019
<b>Qualification</b>	Remote SEO "result oriented" lessons on behalf of Alea Agency
<b>Subjects</b>	On/off site SEO elements, Link building and digital PR, SEO oriented copywriting, best SEO tools
<b>Institute</b>	<u>7Pixel Academy</u> - 2017
<b>Qualification</b>	Seo for E-commerce (8 hr)
<b>Subjects</b>	A one day course focused on e-commerce SEO techniques in order to enhance performances and CTR
<b>Institute</b>	<u>DoLab School</u> - 2015
<b>Qualification</b>	Agile Project management workshop attendance (8 hr)
<b>Subjects</b>	PMI and Prince2 pills - Introduction to Lean and Agile methods - overview of Scrum process phases
<b>Institute</b>	<u>EMIT Feltrinelli</u> - 2014
<b>Qualification</b>	Web analytics course attendance (21 hr)
<b>Subjects</b>	Concepts about tags, cookies, http request, server architecture. Understanding of common analytics metrics, overview of Google Analytics and practice with the main features
<b>Institute</b>	<u>EMIT Feltrinelli</u> - 2014
<b>Qualification</b>	Technical SEO course attendance (36 hr)
<b>Subjects</b>	Search engines - on page optimization - indexing factors - link building - social SEO - main SEO tools
<b>Institute</b>	<u>Forinstitute</u> - 2013
<b>Qualification</b>	Wordpress management course attendance (30 hr)
<b>Subjects</b>	CMS knowledge - installation - frontend/backend - content/articles management - plug in & template
<b>Institute</b>	<u>SPD</u> aka Scuola Politecnica del Design- 2010/2011
<b>Qualification</b>	1st level Web Design Master attendance (8 months)
<b>Subjects</b>	Web design - Web development - UX - UI - Wireframing - SEO - Graphic Design - Motion design
<b>Institute</b>	Ateneo di Perugia, Facoltà di Economia e Commercio 1999/2007
<b>Qualification</b>	Magistral Doctor Degree in Business Administration
<b>Subjects</b>	Math - statistic - marketing - business strategy/model - law - accounting

## LANGUAGES

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<b>Italian</b>	Mothertongue
<b>English</b>	Fluent written and spoken

## Notes and interests

### ***Mobile oriented, Marketing lover, UX addicted***

*I'm keen on fresh fast and responsive websites, on/offline adv, business model books, clear and simple user experience patterns, last generation mobile devices, fashion, art, drum machine, b-movies, chess, hip-hop, jazz, elettronica, tennis, skateboard, ping pong... and everything else that can stimulate my brain activities.*

# PAST JOB EXPERIENCES

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**COMPANY** - MyChicJungle - [April 2012 - May 2018]

**TYPE OF COMPANY** - A small company focusing on brand building and web consulting. Specialist in integrated communication plans, from scratched logotipos to online marketing campaigns, we manage all the process to make brands grow fast and safely.

**POSITION** - Web Project Manager - Junior SEO Specialist - CMS Admin (wordpress, prestashop, drupal)

As a **Web Project Manager** I'm in charge of assuring the highest quality level possible throughout the whole project development phases [depending on time, budget and available 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 projects' scopes, 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

Here, a bunch of **custom projects** I was involved in / in charge of in the last 2 - 4 of years:

Japal.it - the MCJ e-comm, where consumer brands can sell their product's lines through dedicated branded pages

degiopreziosi.com - The second italian gold ecommerce reseller, with real time fixing quotations of precious metals

bcmcosmetics.it - Website for the Make-Up division of the BCM Group. The most important italian beauty school

BelAir® by Arbre Magique - The Giugiaro Design car perfumer official website, part of the Arbre Magique brand

As a **Junior SEO Specialist** I deal with the following specific areas:

- On-site/off-site SEO optimizations as: specific pages titles and meta descriptions, copywriting in a semantic SEO perspective, monitoring keywords' ranking, structured datas markup, speed optimizations, link building/earning
- Google Analytics metrics as: bounce rate, traffic sources, devices detection, geographical reports, conversions tracking
- Google search console for mastering: not found pages (404), redirects (301), sitemaps, server errors, keywords driving traffics, backlinks, indexed pages

As a **CMS Wordpress Admin** I can easily control the whole lifecycle, including the following most common tasks:

- server side installation and configuration, backups scheduling, update of all worpdress components: core platform, templates, external plugins
- wp admin common operations as: arrange menu structure, pages publishing, blogging activities, languages management, template and layout configurations, widgets setup, external plugins installations and good html/css editing abilities

Here, some wordpress sites 100% arranged and deployed by me in the last 2 - 4 years:

masharener.com - the new site of Masha Renner chef. I took care of: logo design and overall visual identity, copywriting and tone of voice, strategic positioning, semantic and technical SEO, multilingual contents publishing, speed optimizations

tommasochiari.com - My personal website, simple, but efficient

runnertech - Portal for a company offering ERP solutions and business consultancy

lachiusa.com - the "no more" online portal for the bio farmhouse/restaurant of estemeed chef Dada Renner.

For a full overview of all activities managed through the years for this hospitality website please give a look at the following links:

- *report of results achieved after targeted on site ottimizzazioni tasks completed:* <https://goo.gl/ackdJ3>
- *the presentation crafted for the sale of all the online assets of lachiusa farmhouse:* <https://goo.gl/jq6F19>

About **social and digital marketing**: I'm often involved in the control and in strategic decisions about Facebook - IG and Google campaigns set up by internal/outsourced specialists in order to grow up fan bases and engagement or enhance CTR and conversions.

That's possible thanks to a good knowledge of: conventional marketing principles, different digital marketing approaches, growth hacking mindset, persuasive and relational copywriting notions, conversion funnel phases and other adv related aspects.

As a **CMS/e-commerce Admin** we took advantage of the open source **Prestashop** to develop an integrated platform / website with an offer focused on branded consumer goods:

Japal.it - main activities I'm involved in are related to:

setup of AI strategy through facebook chatbot to push out segmented notifications based on fanbase preferences, project management of team devs for continuous technical site enhancements, products and categories data entry, overall UI/UX optimizations, debug activities, SEO improvements.

In addition 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, siteground), dedicated server administration via plesk or cpanel, dns zones configurations, websites deployment from test to production environment, etc...
- html and css debugging, QA testing, responsive/mobile/crossbrowser compatibility issues

To keep track of time and resources tasks' I use some of the most known **project management tools** such as teamwork, trello and asana.

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 and Gianfranco Marabelli, ex President & Exec. Creative Director at DDB Group italian division.

**COMPANY** - Forum della Meritocrazia - [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 full adv campaign 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:

- logos
- offline adv campaigns (from flyer to full declination)
- sounds landscapes
- full wordpress website deployment
- copywriting and content editing
- 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 Degoba records 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.)

## PRACTICAL SKILLS & SOFTWARE USAGE

SEO optimization (semantic, technical, local) - Wordpress management - Photoshop & Illustrator - UX & UI - Google search console - Google Analytics - Hotjar (funnels, heatmaps, recordings...) - project management - web content editing - social media - other Google suite's products - PC/Win OS configurations

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

## THEORETICAL KNOWLEDGE & SOFT SKILLS

Web marketing and social media marketing models and KPI - Problem solving - UX & UI best practice - relationship management - art direction - RWD & mobile first approach - color theory - canvas business model - negotiation - Agile and Scrum methodologies - team building

## Artistic Experiences / Collab

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**Location:** Masseria Borgo San Marco - Brindisi.

**Artist:** Mario Consiglio

**Artwork:** Sono venuto a catturare la tua voce - physic installation 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 & Noli's Gallery in London for Sing Sweet Song of Conviction

**Artist:** Mario Consiglio

**Artwork:** IO VEDO - A collection of 100 dollar banknotes with Franklin faces redesigned with acrylic by Mario Consiglio

**Year:** 2012/2013

**Description:** For the multimedia project of this artwork I was asked to create the banknotes videoclip and soundscape faking as them were shot

**Location:** Rossocontemporaneo gallery for Save the Beauty - Taranto

**Artist:** Tommaso Chiari

**Artwork:** New Weapons Against Aggressive Capitalism - The ILVA abduction

**Year:** 2013 - March to April

**Description:** I was asked to participate 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.

## Hypertext disclaimer

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