

Aldo Celeste Ferrari

Head of Web/Digital Development



Nationality: Italian
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PROFILE:

I have been working as **Head of Web/Digital Development** for 3 years at one of Ireland's most creative digital agencies. I worked for one of the biggest communication company in Italy (ArmandoTesta). I possess over 7 years of extensive experience in web development with both national and international organizations.

I have been responsible for the planning, development and execution of most of digital media projects. I managed a web team of 5 senior and junior web professionals as well as two outsourcing companies. I possess extensive client facing experience in B2B and B2C.

I am a qualified web developer with a natural problem solving ability, a strong leader and motivator and I manage effectively under tight deadlines, focusing on client satisfaction and quality. I possess the ability to articulate complex technical solutions in a manner that is clear and understandable to colleagues and clients.

MAJOR ACHIEVEMENTS:

I have played a pivotal role in ensuring Directbrand secured over 8 industry awards in the past 3 years, for digital campaigns, web design, web development and application development.

I have created, managed and delivered extensive, complex web development and digital campaign projects on a regular basis for clients such as: *Eircom, Pininfarina, Fiat, Microsoft, HP, AA Ireland, VHI, RTE, Bulmers, Irish Cancer Society, Barilla, Mulino bianco, Pininfarina, Suzuki.*

I have assisted in bringing clients such as Irish Cancer Society, Eircom, VHI and RTE into the digital and social media space. My technical insight, creativity and drive were essential to the ongoing success of digital campaigns, such as Irish Cancer Society's *Girls Night In* and *Daffodil Day* as well as Microsoft's *People Ready* and Eircom's *IT Perspective*.

I was responsible for introducing innovative and unique features into recent campaigns:

- Custom built a system for producing Personal URLs for Microsoft, AA Ireland and HP, a first in Ireland.
- Creation of a wireframe in xhtml + jquery for easy development of new projects according to SEO technique.
- Development of eCommerce module for Facebook for Donation collections and gifting application.
- Integrated video streaming into HTML email campaigns for Eircom, Microsoft and RTE.
- Creation, design and development of the Irish Social Media Monitor. (www.yoursocialmonitor.com)
- Integration of flash website with SEO and dynamic backend, one of the first in Italy (www.extradesign.it)

WORK EXPERIENCE (7+ YEARS)

DirectBrand - Digital Agency - Dublin, Ireland - www.directbrand.ie February 2009 – September 2011 (2.8 years)

Position held: Head of Web development / Internet marketer (SEO specialist)

Responsibilities: Progressed from Senior Developer to Head of Development. Worked in B2B, B2C delivering technical business web applications of varying size and complexity. Defined project requirements, chosen suitable technologies and coordinated the development team to code and maintain production-quality web applications. Studied and analysed the latest internet marketing strategies, optimizing projects with advanced SEO and SEM.

Technologies: PHP/MySQL, ASP/MS SQL, FlashAS2, JavaScript/Ajax JQuery, XML, CSS3, HTML, Social APIs, SEO,SEM.

Main Clients: Red Cross, Eircom, RTE, AA Ireland, Irish Cancer Society, Bord Bia.

Testawebedv ArmandoTesta Group - Media Agency - Torino, Italy - www.bitmama.it Jan 2008 - Jan 2009 (1 year)

Position held: Senior interactive Developer

Responsibilities: Worked in B2B, B2C, FMGC delivering interactive web applications of medium/big size and complexity. Performed management duties with regards to work delegation. Studied and analysed the latest internet marketing strategies, optimizing flash and Html projects with advanced SEO.

Technologies: PHP/MySQL, ASP/MS SQL,CSS3, Flash AS2/AS3, JavaScript/Ajax JQuery, XML, HTML, W3C,SEO.

Main Clients: Mulino bianco, Barilla, MeltinPot, Oviessa, Perugia, Lines, Fiat Lancia, Suzuki, Lavazza.

Hoplo Inc. - Web-based Solution - Torino - Italy - www.hoplo.com Jan 2006 - Jan 2008 (2 years)

Position held: Senior Interactive/Web Developer

Responsibilities: Progressed from Junior Developer to Senior Developer . Worked on the creation of multimedia products, portals and dynamic web sites, focusing on optimization (SEO, SEM) and accessibility (w3c). Performed management duties with regards to work delegation. Co-responsible for developing the company email marketing software (www.infomail.it) with focus on the front-end development and SEO.

Technologies: FlashAS2,javascript/Ajax, XML, CSS2, HTML,W3C,SEO.

Main Clients: Pininfarina (Ferrari designer), 118,fondazione CRT, Regione Piemonte, Eni Gas & Power.

Must Inc. - E-learning Company - Torino - Italy - www.must.it July 2004 - January 2006 (1.5 years)

Position held: Junior e-learning/Online/3D Developer

Responsibilities: Worked on the creation of multimedia products (wbt, cbt, e-learning) for distance learning. Responsible for the user interface and for the development of the interaction experience. Developed 3D models to enhance the multimedia product. Interacted with the clients to defined project requirements .

Technologies: FlashAS1, JavaScript, XML, CSS, HTML, Autodesk 3ds StudioMax, Blender.

Main Clients: Ospedale Molinette Torino, Fiat Auto.

Ulix snc - Web-based Solution - Torino - Italy - www.ulixe.com January 2004 - July 2004 (6 months)

Position held: Junior Web Portal Developer

Responsibilities: Worked on the creation of web presence for local businesses in Turin area. In charge of the development of the front end and the user interface with small duty on the back end development.

Technologies: ASP/Access, FlashAS1, JavaScript, CSS, HTML, Photoshop.

Main Clients: small/medium businesses of Turin area.

EDUCATION

BACHELOR DEGREE in Information technology

September 2010 - in progress (DISTANCE LEARNING)

Institution: DCU Dublin City University, Dublin, Ireland

Qualification: Bachelor of Science in Management of Information Technology and Information Systems

NATIONAL DIPLOMA

May 2002 – April 2004 (2 YEARS)

Institution: CSEA St. Tempia, 6, Torino, Italy

Qualification: Software and Multimedia Systems Designer & Developer

HIGH SCHOOL CERTIFICATE

1996 - 2001 (5 YEARS)

Institution: Salesian Institute "Madonna degli Angeli", Alassio, Italy

Qualification: Business Studies and Languages

LINGUISTIC SKILLS

Italian: Mother tongue

English: Fluent (C2)

French: Basic (A2)

German: School Level (A1)

TECHNICAL SKILLS AND COMPETENCES

Expert level in the following areas:

Programming Languages: PHP, Classic ASP, XML, JavaScript (Ajax), JQUERY, CSS3, XHTML.

Databases: My SQL and MS SQL Development, Microsoft Access.

Content Management Systems: Expression Engine, WordPress and Magento. (custom builds)

E-Commerce: Magento with custom Realex Integration.

Analytics: Webtrends, Google Adword and analytics + webmaster tools & places.

Email Platforms: Listrak with custom API integration, Infomail.

Facebook: Facebook FBML interactive page development. (PHP 5 application development).

Flash : Actionscript 1, 2, 3

Video: Flash AS2 & AS3 video encoding and streaming using Influxis.

Project Management: Huddle, Podio.

Programs: Adobe Creative suite(Dreamweaver, Fireworks, Flash, Photoshop), Mysql Workbench, MyPhp Admin.

SOCIAL AND ORGANISATIONAL SKILLS

- Excellent attitude in liaising with clients, external technical providers and other stakeholders on project delivery;
- Very good ability in written project specification documents including technical content as well as resource planning;
- Experience in delegating work to and managing a team of internal/external web developers and designers;
- Excellent knowledge and appreciation of creative/aesthetic design;
- Ability to work on my own initiative and as a part of a multidisciplinary team;
- Excellent communication skills on an interpersonal and professional level;
- Ability to work under short deadlines in a pressured environment;
- Ongoing continuous professional development in order to stay abreast of emerging technologies.

SOME RELEVANT WORKS

- ✓ www.myredcross.ie
- ✓ www.yoursocialmonitor.com
- ✓ www.firstirelandspirits.com
- ✓ www.Fourcorners.ie
- ✓ www.extradesign.it - Pininfarina design
- ✓ sintesi.pininfarina.it - Pininfarina concept car
- ✓ www.pininfarina.it
- ✓ www.directbrand.ie
- ✓ www.foroige.ie
- ✓ www.cushnshade.ie
- ✓ www.i-streamvan.com
- ✓ apps.facebook.com/lifechanginggifts/
- ✓ www.suzuki.it
- ✓ www.minisitilancia.it/lanciamusa/it/main.html
- ✓ www.infomail.it
- ✓ www.thotel.com
- ✓ www.torino.fondazioneart.it
- ✓ www.globalwatchindustries.com
- ✓ www.eircomitperspective.com
- ✓ www.eircomictequipment.com

PROFESSIONAL ASPIRATION

Having well-established knowledge of software and web development techniques and having worked for important digital and multimedia projects/clients, I would like to use all my knowledge and capabilities to direct a development team towards innovative projects, interacting with clients as a technical expert and bridging between the development team and the marketing team.

HONORS & AWARDS

2010: An post direct marketing awards (Dublin):

- Best campaign web site
- Best DM & digital/mobile technology campaign

2005: Best e-learning course product "Radioprotezione – Ospedale Molinette"

HOBBIES

Technology, Computers, Cars, Music (listening), Travelling, Various collections (phone cards and antique - MontBlanc - Swarovski).

REFERENCES

References available upon request