

Gianluigi Zarantonello

PERSONAL INFORMATION

Name **GIANLUIGI ZARANTONELLO**
Address Via Ardigò 22, 35126, Padova
Telephone + 39 049 754264 (mobile + 39 349 6453514)
Fax + 39 049 754264
E-mail info@gianluigizarantonello.it Web Site <http://www.gianluigizarantonello.it>

Nationality Italian

Date of birth 23/02/1980 – VALDAGNO (VI)

I'm agree with the treatment of my personal information according to D.Lgs. 196/2003

WORK EXPERIENCE

- From 2006 to now** WEB SPECIALIST
- Name and address of employer Coin Spa
 - Type of business or sector Retail
 - Occupation or position held Marketing Assistant
 - Main activities and responsibilities Project on the web
- From 2002 to now** FREELANCE CONSUNTANT IN MARKETING, COMMUNICATION AND WEB MARKETING
- Name and address of employer Myself
 - Type of business or sector Consultant
 - Occupation or position held Consultant
 - Main activities and responsibilities Project on the web, external relations, communication, supporting sales force
- From 2003 to now** PROJECT LEADER AND COORDINATOR
- Name and address of employer Connecting-Managers
 - Type of business or sector Marketing and Communication
 - Occupation or position held Manager
 - Main activities and responsibilities Marketing activities (strategic and tactic)
- From 2004 to 2005** MARKETING MANAGER
- Name and address of employer Agenzia Giornalistica Europa
 - Type of business or sector Press
 - Occupation or position held Manager
 - Main activities and responsibilities Marketing activities (strategic and tactic)
- From 2004 to 2005** CONTENT MANAGER
- Name and address of employer Comunitazione.it
 - Type of business or sector Press/Web
 - Occupation or position held Manager/Writer
 - Main activities and responsibilities External relations, team coordinator, content design and planning

EDUCATION AND TRAINING

- **June 2006:** Intensive Course (Two Days) **Web Marketing One to One**, [Sito Vivo Srl](#), in Turin

- **May 2006:** Intensive Course (One Day) **Oltre l'efficienza verso l'orlo del caos: può la complessità semplificare la vita?**, [Formteam](#) and Campus Web

- **March 2006:** Intensive Course (Two Days) **NPL School: Time management and Leadership**, [Formteam](#), in Palmanova (Udine)

- **June 2004:** Bachelor in **Science of Communication**, with marketing specialization, Università di Padova.

Thesis: "The valorisation of the territory as competitive strategy in the luxury's global market" with three case-histories

Score: 110 e lode.

- **May 2004:** Certifications "**CrM e marketing one to one**" and "**Web marketing: strumenti utili**" during **Webbit** in Padova.

- **May 2003:** Certification "**Nuove strategie di marketing**" during **Webbit** in Padova.

- **June 1999:** High School Degree at Liceo Classico "G.G.Trissino" of Valdagno (VI), score **100/100**.

PERSONAL SKILLS AND COMPETENCES.

MOTHER TONGUE

ITALIAN

OTHER LANGUAGES

ENGLISH

- Reading skills
- Writing skills
- Verbal skills

EXCELLENT

GOOD

EXCELLENT

GERMAN

- Reading skills
- Writing skills
- Verbal skills

BASIC

BASIC

BASIC

SOCIAL SKILLS AND COMPETENCES

I had many experiences with academic society, also with important roles. I've played basketball in a team for ten years and in general I like very much playing sport in team. I often have role of coordinator in my professional activities and I enjoy the team working.

ORGANIZATIONAL SKILLS AND COMPETENCES

I've had organize and coordinated the team of the network www.connecting-managers.com and I have been for two years the team leader of the collaborators of www.comunitazione.it. I was

also the coordinator of many works in team during the university's ages.

TECHNICAL SKILLS AND COMPETENCES Windows/Office, Unix, HTML, Word Processors, Office Automation, Data Base, Adobe Photoshop, Macromedia Flash, Macromedia Director, Cms, Crm, Email newsletter, Intranet/Extranet.

ARTISTIC SKILLS Since I was eleven I've playing classical and acoustic guitar.

DRIVING LICENCE(S) B, Car

ADDITIONAL INFORMATION

Articles and papers

- Essay "L'abito come simbolo di status sociale in Miracolo a Milano" in *Contraccambi, la moda, il cinema, lo sguardo* a cura di Caterina Viridis Limentani, CLEUP, Padova, 2003.
- Article "Il nuovo lusso tra globale e locale" su *Sviluppo & Organizzazione* n 204, Luglio/Agosto 2004.
- Chapter on social journalism in "[Penne digitali. Dalle agenzie ai weblog: fare informazione nell'era di Internet](#)", Centro di Documentazione Giornalistica, 2005.
- About 170 articles on Marketing and Communication themes on business e-magazine.

For the future I'm looking for:

- Working inside a marketing and communication department of a corporate.
- Working as business consultant.
- Working in a sales force for products or services for marketing and communication.
- Coaching in content management and web marketing.