

# Gianluigi Zarantonello



## PERSONAL INFORMATION

Name **GIANLUIGI ZARANTONELLO**  
Address Via Ardigò 22, 35126, Padova  
Telephone + 39 349 6453514  
V-Card <http://uscn.me/xpiP7>  
E-mail [info@gianluigizarantonello.it](mailto: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** DIGITAL MARKETING MANAGER
- Name and address of employer Gruppo Coin Spa
  - Type of business or sector Retail
  - Occupation or position held Marketing manager
  - Main activities and responsibilities Head of digital marketing team for brands OVS, Coin, Upim, Excelsior Milano and lana
- From 2006 to March 2012** DIGITAL MARKETING SPECIALIST
- Name and address of employer Coin Spa
  - Type of business or sector Retail
  - Occupation or position held Marketing professional
  - Main activities and responsibilities Project leader on the web and digital marketing specialist
- From 2002 to September 2006** 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 May 2009** 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)

responsibilities

**From 2004 to 2005**

- Name and address of employer
  - Type of business or sector
  - Occupation or position held
    - Main activities and responsibilities

CONTENT MANAGER

Comunitazione.it

Press/Web

Manager/Writer

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

- Reading skills
- Writing skills
- Verbal skills

ENGLISH

EXCELLENT

GOOD

EXCELLENT

<ul style="list-style-type: none"> <li>• Reading skills</li> <li>• Writing skills</li> <li>• Verbal skills</li> </ul>	<p><b>GERMAN</b> BASIC BASIC BASIC</p>
<p>SOCIAL SKILLS AND COMPETENCES</p>	<p>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.</p>
<p>ORGANIZATIONAL SKILLS AND COMPETENCES</p>	<p>I've had organize and coordinated the team of the network <a href="http://www.connecting-managers.com">www.connecting-managers.com</a> and I have been for two years the team leader of the collaborators of <a href="http://www.comunitazione.it">www.comunitazione.it</a>. I was also the coordinator of many works in team during the university's ages.</p>
<p>TECHNICAL SKILLS AND COMPETENCES</p>	<p>Windows/Office, Unix, HTML, Word Processors, Office Automation, Data Base, Adobe Photoshop, Macromedia Flash, Macromedia Director, Cms, Crm, Email newsletter, Intranet/Extranet.</p>
<p>ARTISTIC SKILLS</p>	<p>Since I was eleven I've playing classical and acoustic guitar.</p>
<p>DRIVING LICENCE(S)</p>	<p>B, Car</p>
<p><b>ADDITIONAL INFORMATION</b></p>	<p><b>Articles and papers</b></p> <ul style="list-style-type: none"> <li>• Essay "L'abito come simbolo di status sociale in Miracolo a Milano" in <i>Contraccambi, la moda, il cinema, lo sguardo</i> a cura di Caterina Viridis Limentani, CLEUP, Padova, 2003.</li> <li>• Article "Il nuovo lusso tra globale e locale" su <i>Sviluppo &amp; Organizzazione</i> n 204, Luglio/Agosto 2004.</li> <li>• Chapter on social journalism in "<a href="#">Penne digitali. Dalle agenzie ai weblog: fare informazione nell'era di Internet</a>", Centro di Documentazione Giornalistica, 2005.</li> <li>• About 170 articles on Marketing and Communication themes on business e-magazine.</li> </ul> <p><b>For the future I'm looking for:</b></p> <ul style="list-style-type: none"> <li>• Working inside a marketing and communication department of a corporate.</li> <li>• Working as business consultant.</li> <li>• Working in a sales force for products or services for marketing and communication.</li> <li>• Coaching in content management and web marketing.</li> </ul>