

Andrea Alfieri resume

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Place and date of birth: Parma, 17th October 1970
Civil status: single
Nationality: Italian
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Working experiences

October 2018 – **now** Great Lengths Universal Hair Extensions Milan, (IT)
Chief Digital Officer to develop digital strategic activities on over 50 countries worldwide

September 2009 – **now** LEN Learning Education Network Parma (IT)
Manager for a network of over 70 consultants - Combining teaching, Corporate coaching and consultancy

January 2013 – **now** Guanxi Turin (IT)
Project Manager Internet strategy consultancy company, teaching, Corporate coaching and consultancy

October 2010 – **now** SQcuola di Blog Parma (IT)
Founder of the first Italian MOOC Social Media Marketing Master www.sqcuoladiblog.it

September 2009 – **December 2015** Davines & [comfort zone] Parma (IT)
Social Media and Innovation Manager in charge of digital strategic implementation brand worldwide

November 2009 – **December 2009** Story Worldwide Ltd London (UK)
Freelance Consultant on New Media EMEA Project of client Johnson & Johnson

February 1999 – **December 2000** Funky Rev di Andrea Alfieri individual firm Parma (IT)
Beginning of the entrepreneurial activity of IT consultant. Coordination and project management

May 2008 – **December 2009** Adecco Italia S.p.A. Milan (IT)
Functional Analyst - ERP consultant Sr AP/GL/AM, Functional Analyst for G&A process

January 2008 – **May 2009** H3G - 3 Mobile Leader Milan (IT)
Functional analyst - Peoplesoft consultant for Asset Management interface, Functional Analyst for G&A process

July 2005 – **December 2008** Oracle - BEA Systems Ltd High Wycombe (UK)
EMEA Business Analyst & HRIS responsible Peoplesoft implementation 1,000+ employees 10 EU countries

April 2002 – **June 2005** TUI Travel - First Choice Plc Crawley (UK)
Duty Manager, Customer Care and Assistance Manager for one of the biggest Tour Operator in the world

April 2000 – **February 2002** Last Minute Tour SPA Milan (IT), London (UK)
Operations Manager of one of first online Tour Operator in the new economy

April 1997 – **February 2000** Cititalia Holidays Ltd Croydon (UK)
Operations Manager of the Italian Specialist Tour operator for UK and US market

Faculty member

Manpower Future Skill

University of Parma

ITS Tecnico Superiore per le tecnologie di Progettazione e produzione alimentari

Confindustria

Fundraising School

Consultancy

Manpower Digital Mindset Training Courses - Nationwide
BasicNet Superga K-WAY, Kappa - Global Corporate Licensee Social Media Policy
Serenissima CIR industrie ceramiche – Social media governance
Superga - Global Fan Page planning and creation
BasicNet Kappa - Global Fan Page planning and creation
Kemon SPA - Global Corporate Licensee Social Media Policy
Florim Ceramiche – LinkedIn Global Corporate Guidelines
Martini Spa – Project Management for Digital Transformation
Arrowel Italia - Project Management for Digital Transformation

Community and Start-ups

Digital Building Blocks - <https://info.digitalbuildingblocks.it/> 2017 to date
Cultural Tourism #VerdiMuseum <http://www.verdimuseum.com/it/> Winner Fondazione Cariparma 2016
SocializeYourEvent <http://www.socializeyourevent.it/> 2014
[#BattleRoyale](#) - Social Media Contest for Barilla, P&G, Monster.it 2013

Education

May 2005 Birkbeck University of London
BA Degree in Politics & Society. Thesis title: "Europeanization of the Italian central government - Explaining Italian failures"

December 1999 CIM London
Certificate in Marketing Fundamentals & Principles - London

January 1998 Nation Institute of Export London
Certificate in International Trade

December 1998 Cambridge
Cambridge First Certificate "English as a foreign language"

February 1992
Qualification for the exercise of the profession of Sales Activities
July 1991
Diploma di maturità Tecnica Geometri (Secondary school diploma)

Enasarco Parma
Ist tecnico Camillo Rondani, Parma

Extra-scholastic education

April 2009
SEM & SEO techniques
February 2008
Interactive Marketing Course – Sharon Crost
March 2007
Microsoft Excel Advance workshop
April 2007
MBTI Workshop, (Profile: ESPT)
June 2006
Project Management Workshop, Chartered Institute Marketing
July 1999
eCommerce Principles workshop, Chartered Institute Marketing

Google
Grenoble Ecole de Management Paris
BEA UK - London
BEA UK London
BEA UK - London
CIM - London

Computer expertise

Operative systems MS-DOS, Windows 95/98/ME/2000/XP/2003/Vista, Linux (Red Hat, Fedora, Mandrake,)
Languages PASCAL, Visual basic, PHP, javascript, SQL, HTML, XML, XBRL
Software Office Automation software, ERP systems, CRM systems, CAD systems, Editor html, graphical software, internet transmission protocol and software.
Database Access, MySQL
Other: PeopleSoft Oracle (Financial PO,AP,EX, GL,AM, AR – HRMS modules), AS400 IBM, SAP (basic), Brassring, BPMUI Collaboration portals (BEA), Visio & MSP (basic), Order Management (eProcurement), Relational Databases, Document Management System. UML & Project Management. Relational Database management, Web Analytic tools, WordPress for Blogging, Google suite of applications

Publications

"Digital Tailor. Modelli sartoriali per professionisti social e digital" Ottobre 2018 – Wolters Kluwer
"Il Principe Digitale di Machiavelli non perdona". September 2017 – Ed.Fiacowski

Languages

Italian Mother-tongue.
English Fluent
Portuguese Basic knowledge.

Autorizzo il trattamento dei miei dati personali ai sensi del Regolamento Generale sulla protezione dei dati (RGPD 679/2016), compreso il trattamento di eventuali dati particolari" e della Direttiva (UE) 2016/680 del Parlamento Europeo e del Consiglio del 27 aprile 2016.

