

# Andrea Alfieri resume

September 2019

Place and date of birth: Parma, 17<sup>th</sup> October 1970  
Civil status: single  
Nationality: Italian  
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## Working experiences

<b>October 2018</b>	– <b>now</b>	Great Lengths Universal Hair Extensions Milan, (IT)	
Chief Digital Officer to develop digital strategic activities on over 50 countries worldwide			
<b>September 2009</b>	– <b>now</b>	LEN Learning Education Network	Parma (IT)
Manager for a network of over 70 consultants - Combining teaching, Corporate coaching and consultancy			
<b>January 2013</b>	– <b>now</b>	Guanxi	Turin (IT)
Project Manager Internet strategy consultancy company, teaching, Corporate coaching and consultancy			
<b>October 2010</b>	– <b>now</b>	SQcuola di Blog	Parma (IT)
Founder of the first Italian MOOC Social Media Marketing Master <a href="http://www.sqcuoladiblog.it">www.sqcuoladiblog.it</a>			
<b>September 2009</b>	– <b>December 2015</b>	Davines & [comfort zone]	Parma (IT)
Social Media and Innovation Manager in charge of digital strategic implementation brand worldwide			
<b>November 2009</b>	– <b>December 2009</b>	Story Worldwide Ltd	London (UK)
Freelance Consultant on New Media EMEA Project of client Johnson & Johnson			
<b>February 1999</b>	– <b>December 2000</b>	Funky Rev di Andrea Alfieri individual firm	Parma (IT)
Beginning of the entrepreneurial activity of IT consultant. Coordination and project management			
<b>May 2008</b>	– <b>December 2009</b>	Adecco Italia S.p.A.	Milan (IT)
Functional Analyst - ERP consultant Sr AP/GL/AM, Functional Analyst for G&A process			
<b>January 2008</b>	– <b>May 2009</b>	H3G - 3 Mobile Leader	Milan (IT)
Functional analyst - Peoplesoft consultant for Asset Management interface, Functional Analyst for G&A process			
<b>July 2005</b>	– <b>December 2008</b>	Oracle - BEA Systems Ltd	High Wycombe (UK)
EMEA Business Analyst & HRIS responsible Peoplesoft implementation 1,000+ employees 10 EU countries			
<b>April 2002</b>	– <b>June 2005</b>	TUI Travel - First Choice Plc	Crawley (UK)
Duty Manager, Customer Care and Assistance Manager for one of the biggest Tour Operator in the world			
<b>April 2000</b>	– <b>February 2002</b>	Last Minute Tour SPA	Milan (IT), London (UK)
Operations Manager of one of first online Tour Operator in the new economy			
<b>April 1997</b>	– <b>February 2000</b>	Citalia 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 - <a href="https://info.digitalbuildingblocks.it/">https://info.digitalbuildingblocks.it/</a>	2017 to date
Cultural Tourism #VerdiMuseum <a href="http://www.verdimuseum.com/it/">http://www.verdimuseum.com/it/</a>	Winner Fondazione Cariparma 2016
SocializeYourEvent <a href="http://www.socializeyourevent.it/">http://www.socializeyourevent.it/</a>	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.Flacowski

### **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.

