

# Giovanni Berton Giachetti

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Born in Lima - Perù, on 21/05/1979, Italian Citizen, right to work in all EU

## Expertise Highlights

### • Skills:

- o Management
- o Project Manager
- o Team Leadership
- o Product Innovation & Development
- o Web Marketing Strategy
- o Startup experience

### • Development:

- o Languages: PHP, CSS stylesheets, Javascript, XML, HTML5, HTML/XHTML, UNIX shell scripts
- o DB and Web : Mysql, LAMP/WAMP (Apache Mysql Php), Apache, MongoDB (noSQL), REST
- o Editors and Tools: Eclipse, Aptana, NetBeans, Dreamweaver, PHPMyAdmin, SVN, Git
- o Frameworks and CMS: MVC in php, jQuery mobile, Laravel, Zend, Django, WordPress, SharePoint

### • IT Abilities:

- o webapps and standalone apps
- o ecommerce / booking online
- o frontend interface / UX / UI design
- o mobile apps developer
- o backend application
- o website development
- o graphics : Gimp, Adobe Photoshop
- o OS : MacOS, Linux, Windows XP/Vista/7

## Education

2003 Liceo Scientifico Faa di Bruno, Torino

2008 Informatic Engineering, Politecnico di Torino

2011 Infor/SAA, Course of Marketing Techniques & Strategies

## Languages

Italian : mother tongue

English : very good

## Professionals Experiences

### April 2015 – actual @ Coolshop, Torino - Rotterdam

Senior Project Manager, Marketing Coordinator

JOG International Marketing Coordination & Promotion for Jeep® HQ - 28 countries

Enterprise Projects based on Restful & SOAP Web Services, SAP integrated tools, System Integration, Mobile/Cross Platform App, Internationalization,

Main Project: JEEP® Owners Group, CNH, Iveco

### October 2010 – actual @ 32palms, Torino

CTO, Digital Product designer, UX designer

32palms is a firm for parallels projects I take care of or I'm involved into; with some professionals we take care of develop and design web solutions for agencies as ghost team. I'm involved into the projects planning and development, or into the manage other developer team/companies.

Main Projects: - Cleek(mobile)(iOs)

- corsidemia(web)(ecommerce)

### April 2014 – April 2015 @ Tecneva / Bitmama, Torino - Milan

Senior developer. Developer in Automotive Team (PHP, JS, HTML5, CSS)

In the Automotive BU, the core of development team counts of 15 units; I have to take care of maintaining and new development on FCA universe websites, as CNH Capital, Iveco, Fiat 500, Fiat Professional, Lancia; in particular I'm in charge of Alfa Romeo EMEA area. We work in team with TDH, an Armando Testa tech hub, Accenture, Cluster Reply and other european agencies about local development.

Main Projects: - CNH, Iveco, Fiat Professional, Fiat 500, Lancia, Alfa Romeo

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## **October 2013 – April 2014 @ Tecneva / Live Reply, Milan**

Senior developer. Website developer (PHP, JS, HTML5, CSS, Wordpress, custom)

I've joined Live Reply team for developing a big portal about all firms of the editor group. For marketing purposes we had to develop on a wordpress instance, building from scratch several parts, modules and plugins. Ended the project they offers me to join another company of the Reply group, Bitmama.

Main Projects: - RCS Libri

## **January – December 2013 @ VentureIT s.r.l., Milan**

CTO & Digital Director, Digital Strategist, Web developer (PHP, JS, HTML5, CSS, Wordpress, Prestashop, custom)

I joined this IT & Marketing company as consultant CTO; I was in charge of IT department for web, mobile, ecommerce development. I supported the marketing team in developing solutions according the best practises on the kind of the project I was involved into. I managed the R&D.

Main Projects: - eGuide, strumenti di marketing territoriale (web) (ecommerce)(android)(mobile)  
- WaterJet Store, ecommerce in USA (web) (ecommerce)

## **August 2012 – July 2013 @ Sobrio s.r.l., Torino - Freiburg im Breisgau( Germany)**

Project Manager, Digital Strategist, Web developer (PHP, JS, HTML5, CSS, Wordpress), UX designer

I joined Sobrio, a design firm, for helping into technology orientation and development. The company had been involved mainly in small websites and product design, and I was in charge of bigger web projects and mobile new projects, as native apps, and web based solutions.

Main Projects: - Gallerie Auchan (mobile) (iOs / Android) - FranciaCorta (mobile)(iOs)  
- www.casaMagazine.it (web) - www.diavolina.eu (web)

## **September 2010 – June 2012 @ Easybit srl, Torino**

Project Manager, Web MKT Strategist, Web/Mobile Digital Strategist

I joined Easybit, digital web agency, as tech project manager, and I started in supporting marketing decisions in digital projects and strategies; so I started to manage both creative team and tech team, in order to get the best results melting the two areas, reporting to business leaders and executives.

Main Projects: - ItalDesign Giugiaro Timeline (iOs / web) - Prima Industrie (web)  
- Scottex Italia, Kleenex Italia / Kimberly Clark (web) - Panino Giusto (web)(ecommerce)  
- Gruppo Vezza (web) (ecommerce) - Bakeca.it (web)

## **January – September 2010 @ Scuolazoo, Milan**

Project Manager, Lead Software Developer, Website developer (PHP, JS, HTML5, CSS, MySQL)

Startup based in Milan, with 15-25yo target. I managed and developed LAMP solutions & social media interaction, maintaining the basic framework and building new parts.

## **May – September 2009 @ Jusan Network srl, Torino**

Software Developer, Project Manager, Website developer (PHP, JS, HTML5, CSS, MySQL)

Consultant firm, in which I lead a tech team involved into a startup project about web-marketing.

## **August 2009 – September 2010 @ Pangea Water Inc, New York City USA**

Web Consultant, Adv & Marketing consulting, Website developer (PHP, JS, HTML5, CSS, MySQL)

## **September 2007 – June 2009 @ BDS Consulting srl, Torino**

Project Manager, Senior Developer, Website developer (PHP, JS, HTML5, CSS, MySQL)

Startup about marketing statistics and aereoportual IT, web solutions.

Main Projects: - Aereoporto di Torino/Caselle(web) - Aereoporto di Firenze(web)