

Marco Arnone

Born in	Milan on December 10 th , 1976
Address	via Alcuino 1, Milan (Italy)
Mobile number	+39 3337559627
Fax number	+39 02700402302
E-mail	ramadesign@libero.it
Internet site	www.arnone.tk

Web & E-Commerce Manager **Artemide S.p.A.**

From 2007, December: Executive employee - Marketing department.

E-Commerce Manager: in-house platform developing and maintaining

- managing of an e-commerce project Startup, also for foreign countries and subsidiaries companies (United States, United Kingdom, China, Brazil), analyzing the specific online market and keeping up relationships with local dealers
- analyzing and coordinating e-commerce interaction with warehouse, payments, orders, shipping, billings management
- catalogue's updating and interface customization (graphics and technical both)
- developing and adjusting existing in-house platform
- customer care staff's training
- managing of budget and commercial/price list strategies
- analyzing, developing and reporting statistics of advertising campaigns
- analyzing and developing of advertising campaigns focused on online sales, also with direct contact with major search engines (Google, Yahoo etc) for "keyword advertising" operations (Search Engine Marketing)
- monitoring and removal interventions (also with legal actions) of non-authorized online sales

Manager of all company's web activities

- Coordinating service supplier's (graphics, contents, CMS, products database, online catalogues, newsletter and direct marketing, statistics)
- updating company's graphic/text web contents
- creating and updating pdf browsable catalogues
- creating, maintaining, sending and reporting newsletter service
- managing and reporting statistics
- analyzing and developing web advertising planning
- analyzing and developing interventions focused on company's website visibility optimization on search engines (Search Engine Optimization)
- managing of "brand reputation" operations, especially on Social Media, in order to promote and preserve company's name
- brand protection's interventions, avoiding non-authorized online use
- analyzing and proposing company's web strategy improvements

Coordinator of all subsidiaries' web activities

- coordinating graphic/text consistency of subsidiaries' autonomous web activities (Australia, Benelux, Germany, Greece, United Kingdom, Scandinavia, United States, China)
- providing guidelines and materials following company's corporate identity

References: Alessandro Balossini Volpe, former Marketing Director
(alessandro.balossini.volpe@gmail.com)
Marco Raiola, former Marketing Manager
(m.raiola@libero.it)

DEGREE

Graduate in Industrial Design

Degree's type	Industrial Design – old ordination five-year course
Course	Multimedia design and Visual communication
University	Milan Polytechnic, Faculty of Architecture and Design
Thesis' title	Virtual Cineforum: to communicate movies through Internet
Voting	Honours degree (91/100) on April 11 th , 2001
Secondary	Secondary school focusing on sciences completed on 1995

LANGUAGES

English	Excellent Daily use on e-mail and phone. Job experiences with worldwide partners.
Spanish	Good Former job experience in Madrid. Advanced course with private teacher.

PROFESSIONAL EXPERIENCES

2004 > 2007	Goal.com S.A. Chief Project Officer / Communication & Partnerships Manager Participation at the Startup in projects organization, communication and graphics with worldwide partners as Pepsi, Belgacom, Akamai, Telecinco, Adidas, Sole24ore, Borsaitaliana and many other in Asia, America, Europe and Middle East. <i>Reference:</i> Francesco Merighi, President (chicco@merighiweb.com).
2002 > 2004	SoccerAge.com inc. Web Designer / Communication and Graphics Chief Specific occupation in "official sites", for Italian soccer teams, project in team with New York's, Sao Paulo and Cagliari's offices. <i>Reference:</i> Clement Chammah, COO (clement@chammah.org).
2002	Telelink SMS Italia S.r.l. Web Designer / Art Director Customer care and advertising opportunities researching, training on foreign platforms (Madrid and Oslo), development of Ivr e Voice Broadcasting's project, web sites developments, advertisings and mobile phones services, results analysis, active participation of a Startup. <i>Reference:</i> Silvano Polidori, Country Manager (silvano.polidori@libero.it).
2000	Inferentia S.p.A. Web Designer A stage in this new media agency with specific occupation in two big projects: online version of newspaper "Corriere della Sera" and "Radiofreccia, the online radio of italian singer Ligabue".

COLLABORATIONS AND PROJECTS

Web (main partners): Corriere della Sera, Sao caffè, AC Milan, ACF Fiorentina, Mazzotta Foundation, Milan Polytechnic, Rai Educational

Graphics: Idea and making of various companies corporate identity and logotype, making of advertising, managing events of live online video streaming

INFORMATICS SKILLS

Operating Systems (Windows, Mac OS); **Web applications** (Dreamweaver, Flash, Explorer, Firefox, SSH Client, MySql, phpMyAdmin); **Internet languages / systems** (HTML, DHTML, CSS, Xml, Xsl, Asp, Php, Javascript, Secure Crt, CMS); **Graphics** (Photoshop, Fireworks) **and vector software** (Illustrator, Freehand, Coreldraw); **Multimedia** (Aftereffects, Director); **Publishing** (Premiere, QuarkXpress); **CAD** (Rhinoceros 3D); **Calculation/Managerial** (Microsoft Excel, Office pack)

HOBBIES AND PERSONAL INTERESTS

Being a traveller (not a tourist), cooking, movies, good foods and all sports activities.