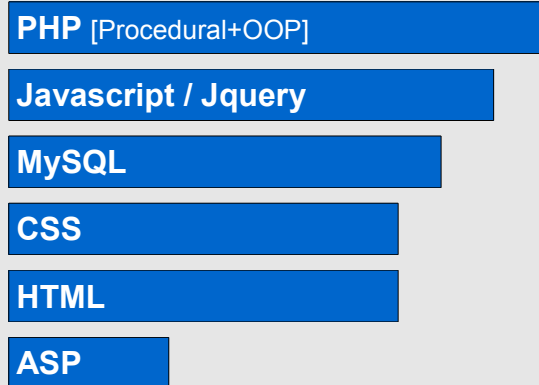




Hello, my name is Marco Panichi. I'm 33 years old.  
I'm an Italian *webmaster* and this is a resume of my CV.

## Skills

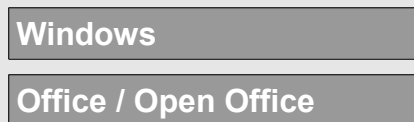
### Coding & Languages



### CMS



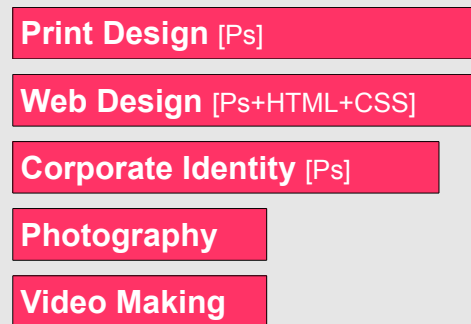
### Other



### Marketing



### Visual



### English



## Character



Creative



Collaborative



Enthusiastic



Professional



Punctual



Results-oriented

# Experience

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## Since 2009 **Freelance**

Position Marketing / Web Development / Design

### Tasks

#### **Marketing**

Marketing analysis. Brand building. Brand naming. On-line & Off-line marketing strategy planning and implementation. Advertising campaigns (Google AdWords, Email marketing, Facebook ADS). Social media management. Training & Workshops. E-Reputation. Reports.

#### **Content Creation**

Copywriting SEO-oriented. Article marketing. Press release. Ebooks, tutorial and guides. Video presentations. Slideshows. Graphs and diagrams. Web & social contents creation.

#### **Web Development**

Information architecture. Static and dynamic (front-end / back-end) website development with homemade CMS and open source CMS (WordPress, Drupal, Joomla). Structural and functional customization. Custom templates implementation. Web app development (data elaboration, sms notifier, ...). Web security.

#### **SEO**

SEO analysis. On-page optimization (structure, performance and contents). Off-page optimization (various techniques). Local SEO. Reports.

#### **Design**

Logo design. Corporate identity. Print design. Web design.

#### **Warehouse management**

Ready Pro (readypro.it) authorized dealer and assistant.

## 2003 > 2011 **Associazione Culturale Doremilla**

Position Secretary and Treasurer

### Tasks

#### **Accounting**

Double-entry bookkeeping with a software made by me. Annual and final budget drafting. Assets inventory.

#### **Marketing**

Medium and long term marketing strategy planning.

#### **IT**

Computer assistance and networking.

#### **Event planner**

Event planning (concerts, seminars, social events, etc). People and resource coordination.

#### **Team working**

Group work either as a coordinator or as a collaborator.

#### **Live & Studio sound engineering**

Miking, mixing and recording live and studio sets.

#### **Secretariat**

Members and non-members acceptance. Minutes keeping.

## 2003 > 2004 **Voludia S.r.l.**

Position Web Developer

### Tasks

Static and dynamic websites. Flash + PHP Web apps.

## 2000 > 2006 **Various positions**

Dj / Waiter / Bricklayer / Vintner

1999 Scientific high school degree

Liceo Scientifico Galeazzo Alessi - 92/100

## Selection of recent works



### Golden Time Planner

Wedding & event planner agency

[www.goldentimeplanner.com](http://www.goldentimeplanner.com)

Marketing strategy + Dynamic website (WordPress) + Custom template  
+ Google AdWords + Facebook marketing + Copywriting + Training (Facebook)



### Cicloturistica "I Borghi più Belli d'Italia"

National sport event

[www.cicloturisticaborghi.com](http://www.cicloturisticaborghi.com)

Static website + SEO + Google AdWords + Facebook marketing + Email marketing  
+ Copywriting + Print design



### Federazione Italiana Ciclismo - Regione Umbria

Regional cycling association

[www.umbriaciclismo.it](http://www.umbriaciclismo.it)

Dynamic website (Drupal) + Custom template + Web Apps (pdf calendar generator  
+ GMail to pdf converter) + Training (IT optimization)



### Associazione Culturale Doremilla

Music school

[www.doremilla.org](http://www.doremilla.org)

Marketing strategy + Static website + SEO + Google AdWords + Facebook Marketing  
+ Copywriting + Print design



### Ennebiservice

E-Commerce

[www.ennebiservice.it](http://www.ennebiservice.it)

Marketing strategy + Brand building + Warehouse management software (Ready Pro)  
+ Integrated CMS + Copywriting + Print design + Web App (SMS notificador)