

RICCARDO PINARDI

GROWTH HACKER



PROFILE

Birthday: 16th January 1989

Address in Italy:

Via Zanolini 12/7, Bologna, 40126

Languages:

Italian: ●●●●●● Mother tongue

English: ●●●●●○ High level

Spanish: ●●●●●○ High level

PERSONAL STATEMENT

"My aim is to improve every day, boosting my skills in different activities in order to grow a wider and mature vision on business dynamics."

CONTACT DETAILS

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📄 "Riccardo P"

🏠 www.riccardopinardi.com

WORK EXPERIENCE

Oct '15 - Feb '17 Marketing Advisor // VZ19 Startup Factory (Bologna, Italy)
Consultant for startups at the business incubator VZ19 - Specialized in Inbound Marketing. Board of Directors advisor (communication and marketing).

Aug '14 - Sep '15 Marketing Designer // Citylife S.L. (Madrid, Spain)
Responsible for the website and the e-commerce + performance optimization.
Digital Marketing activities: SEO, Google Adwords, email marketing campaign and strategy.

Feb '14 - July '14 Digital Marketing Intern // Be Madrid (Madrid, Spain)
Webmaster for the company's backend website, blog and newsletter (WP + MailChimp).
Community management on Facebook, events promotion through Facebook and other social networks using a social media plan.

Feb '13 - Feb '14 ITC Manager & Consultant // JELink (Milan, Italy)
Responsible for the ITC infrastructure: IPB intranet, website management, e-mail system, SEO.
Project manager: development of the digital marketing and communication plan (social networks, forums, e-mail marketing), coordination of the offline advertising campaign.

Feb '12 - Jan '13 Growth Strategy Assistant // Indy Car S.r.l. (Bologna, Italy)
Development and implementation of a business growth strategy: brand consulting service, design of the new logos and signs; formulation of business proposals to partners.
Marketing: analysis of the clients and CRM, creation of a fidelity card and promotion planning, social media marketing, offline advertisement (promotional video, brochures and placards).

Jun 2009 - today Digital Strategy Consultant // Freelancer (Bologna, Italy)
Inbound Marketing; Web, graphic and UX design + SEO/SEM consulting + SMO + contents.

COMPUTER & TECHNICAL SKILLS

OS: Windows, Mac, Linux + Virtual Machines.

Web: CMS (Joomla, Wordpress, Ghost) + Cloud/web CRM platforms (e.g. Orbita).

Coding: HTML, CSS, XML, JavaScript, JQuery.

Design: Photoshop, Illustrator, InDesign, Dream Weaver, After Effects, Lightroom.

Office: Word, Excel, Powerpoint + Acrobat.

Data Analysis: Excel, IBM SPSS and JMP.

Marketing: SEO, SEM (AdWords) and Social Media Advertising + Mailing & Surveys Tools (Mailchimp, Survey Monkey, Drive) + Google Analytics & Tools, SEMrush.

Digital Photography: Reflex cameras.

Electronics: Arduino, Analog Stompboxes.

EDUCATION

2016 Growth Hacking Marketing, TAG Innovation School, Milan, Italy.

2012/15 Marketing Management (110/110), IULM University, Milan, Italy.

2014 Minor in Marketing (10/10), CEU San Pablo, Madrid, Spain.

2009/2012 Economy & Communication, University of Bologna, Italy.

2009 Study & Work Abroad, Bristol, England.

COMPETENCIES

Proactivity and **commitment** during the work are in my nature. Thanks to various study and work *experiences abroad* (UK, US, France and Spain), I have become **flexible** and able to succeed in different environment. Moreover, through the *teaching job*, the *organization of events* and the *volunteering activities*, I have improved my **time management** capabilities and I have learned how to work in **team** and **coordinate** people to solve tasks.

🎵 **Music:** Bass guitar player.

🍷 **Food & Wine:** II level Sommelier.

⚡ **Innovation:** Tech Savvy.

⚙️ **Motors:** Racing Kart owner.

☀️ **Sport:** Running, Yoga, Martial Arts.

♥️ **Design:** UX, Products, Graphic.