

Curriculum Vitae

Waldo Orlandini

Web Marketing Specialist & Designer



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Digital C.V. / Portfolio: www.waldoorlandini.eu

Personal information

Date and place of birth:	20/11/1981 - Roma (RM), Italia
Nationality:	Italian
Address:	Calle Lugano 13 - Arona (Santa Cruz de Tenerife) - Spagna
N.I.E.	Y2845732-W

Work Experience

11/2002 – Present

Freelance

Advertising campaigns implementation and optimization AdWords / Facebook Ads
Bespoke websites design and development for a wide range of businesses
Customized web analysis using Google Analytics
Banner design

07/2011 – 06/2014

Web Designer - Web Marketing Specialist

Idea Adv S.r.l.
V.Ugo Spirito, 55
Rome (Italy)

Marketing analysis and development of corporate communication
Advertising campaigns implementation and optimization AdWords / Facebook Ads
Landing Page design and development with Persuasive Copywriting techniques
E-mail Marketing campaign design and development
Customized web analysis using Google Analytics
Customer relations management (pre and post sales)

06/2008 – 12/2010

Web Designer - Web Marketing Specialist

KeyNet ICT Solutions S.r.l.
V.Ugo Spirito, 55
Rome (Italy)

Websites design and development
Advertising campaigns implementation and optimization (AdWords)
Banner design
Customized web analysis using Google Analytics

05/2002 – 10/2002

I.M.C. s.r.l.
V. Nomentana, 101
Rome (Italy)

Flash Designer Junior - Web Designer Junior

Corporate website designer

Graphic design of 10 Multimedia cd for the International project "OFAI" funded by the European Social Fund

Education

09/02/2010

Google Inc.

Google Qualified Individual

Certification on Advertising Fundamentals

Certification on Advanced Search

05/08/2009

Master School 2000 S.r.l.
V. Settevalli, 133 – Perugia
(Italy)

Master in Multimedia Communication

Qualification "Multimedia application designer" (30/30)

Microsoft® Office® Specialist Certification

29/08/2005 – 07/09/2006

Progettotrio.it

F.A.D. training courses

Certifications achieved:

- Corporate marketing:
Marketing analysis and drafting of strategic marketing plans
- Corporate analysis:
Target, market, products, organization and competitive strategies

10/2001 – 05/2002

Master Multi Service s.r.l.
V. Mattia Battistini, 177
Rome (Italy)

System operator

Html 4.01, Javascript, Java bases, Windows, Office.

1995 - 2000

High School Diploma

"G. Peano Institute" – Roma (Italia)

ICT Skills

Web & Graphic	Dreamweaver	Photoshop	Flash	Illustrator
Languages	(X)Html / Css	JavaScript	JQuery	Mootools

Web Advertising	Google AdWords	Facebook Ads	G. Merchant Center	Bing Ads
C.M.S.	Wordpress	Joomla	Prestahop	CommerceReady
O.S. & Application	Windows	Word	Excel	Access
Back-End	Php (basics)	Asp (basics)	.Net (basics)	

Speaking languages

Italian	English	Spanish
Native language	High level	High level

Some of my projects

Web Sites: www.usi.it / www.ideaadv.it / www.digipromo.it
www.keynet.it / www.hbellavista.it / www.massage-beauty-service.es

Web Marketing: AdWords campaign for *Paradise S.p.a.*
Landing Site: www.sciabeccoparadiseresort.it/vacanzesardegn
AdWords campaign for *Zucchet S.r.l.*
AdWords campaign for *Gruppo Albatros il Filo*
Landing Page: www.gruppo-albatros.com
AdWords campaign for *iPaint S.r.l.*
E-commerce: www.ipaintstore.it
AdWords campaign for *Europa Edizioni S.r.l.*
Landing Page: www.europaedizioni.com
AdWords campaign for *In Limos S.c.r.l.*
Mini-site: www.tenerife-airport-transfers.net

Additional Information

Experience	Personal skills
My studies in web and marketing areas, combined with the professional experience as an employee and freelancer have formed me in a comprehensive and multidisciplinary way. This allows me to contribute through all stages, from briefing to final implementation.	I am a highly motivated, confident professional, with good organizational and time management skills. I'm able to work both independently and in team, under pressure and on multiple projects with tight schedule. I'm also able to prioritize multiple and diverse tasks and to strategise projects.

Interests

I'm extremely passionate about everything that revolves around the web, and every day I search for the latest web technologies and trends across the most famous Italian and English blogs.

Goals

I am looking for a role in a Web Agency as Web Marketing Specialist and/or front end Web Designer, in which to apply and develop what have learned in my professional career.