LUCA NAPPINI

IT Manager | Geotechnologist

Enrolled in the Register of Experts in technological innovation
of the Italian Ministry MIMIT

lucanappini.it

Nationality: Italian 🇮🇹
Year of birth: 1979

PROFILE

Specialized in digital technologies at the University of Siena and owner of the Studio Tecnico Digital Lab, since 2010 I have been working as an IT professional and I deal with the technological-digital development of privete or public companies and startups.
In particular, I offer complete and specialized support for the Web and ICT areas, helping companies to create and manage their web platforms in a professional way and to effectively develop digital communication or their online business.. Over the years, I have worked on digital projects in various sectors (tourism, medical, pharmaceutical, wine, goldsmith, retail, eCommerce, professional firms, education, Public Administration, etc.), helping different types of companies to grow online locally, nationally or internationally.

CONTACTS

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ACTIVITIES AND INTERESTS

- Digital innovation
- Web & cloud technologies
- Books
- Sports
- Good food
- Trips (always too few)

PROFESSIONAL EXPERIENCE

IT Manager | CDO
Digtal Lab - Studio Tecnico IT (2010 - In corso)

ICT Expert Technician
Centro di Geotecnologie (2008-2009)

Geotechnologist
Centro di Geotecnologie (2006)

After my first working experience as a Geotechnologist and ICT Expert Technician at the GeoTechnology Center of San Giovanni Valdarno, in 2010 I founded the IT Technical Studio "Digital Lab" and I started working as an IT professional (IT Manager). Since 2010. I have been working on web projects and the digital development of public or private companies, with which I collaborate as a CDO, ICT technical consultant, web designer, e-business manager and digital trainer, offering complete and professional support for their digital and online development (ICT and Web).

EDUCATION

Classical High School of Arezzo
Diploma of classical Maturity

University of Siena
Professional qualification: Geotechnologist   (2006)
Professional qualification: Expert Technician in Information Systems (2008)

ICT training courses
Certifications obtained: Web Designer (2011), SEO expert (2013), Marketing expert (2015), eCommerce specialist (2018)

After the classical maturity diploma, I pursued a university education in Earth Sciences (three years) and in Geotechnology (specialist), until I acquired the professional qualifications of Geotechnologist (2006) and Technical Expert in Information Systems (2008). In the subsequent years, I have furthered my skills in the ICT (Information & Communication Technology) area, with various training courses related to the areas of Digital project management, Web design and Digital Marketing, acquiring the certifications of Web Designer (2011), SEO expert (2013), Marketing expert (2015) and eCommerce specialist (2018).

EXPERTISE AND DIGITAL SKILLS

- **Languages**: Italian, English, French
- **Digital Design**: corporate sites, web portals, eCommerce, marketplace, 2D CAD, GIS
- **Coding**: Front-end development (HTML, CSS, jQuery, Javascript, PHP)
- **eBusiness**: SEO, Digital marketing, Social, Analitycs, marketplaces, OTA
- **Cloud**: Server & Hosting services, Microsoft Office, Gsuite, Dropbox etc.
- **CMS**: Magento, Prestashop, Wordpress etc.
- **Software**: ECDL, CAD, GIS, IDE, CMS, SEO, data analysis, marketing management, raster and vector graphics, video editing, etc.
- **Education**: ICT trainer/teacher in public and private courses

IN DETAIL

PERSONAL INFORMATION

Name	Luca Nappini
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Phone	(+39) 339 6109870
Email	luca.nappini@gmail.com
Nationality	Italian
Date of Birth	25/02/1979

PROFESSIONAL SECTOR

- ICT sector (Web/IT development)
- GIS sector (Geotechnology, Geographic Information Systems)

WORK EXPERIENCE

Date (from - to)

2010 - Today

Occupation or position held

Owner of the "Digital Lab" IT Technical Studio

Main activities and responsibilities

I have been working as IT professional (IT Manager) for more than 15 years and in 2010 I founded Digital Lab, an IT Technical Studio, which offers companies professional support in the digital field. Since 2010, through the activity of Studio Digital Lab, I have been collaborating with various companies of public or private sector, operating mainly as responsible of their web projects and their digital development (CDO - Chief Digital Officer).

Over the years I have worked on digital projects in various sectors (tourism, goldsmith, medical, pharmaceutical, wine, retail, eCommerce, professional offices, education, PA, etc.), helping various types of companies to professionally create their own web platforms, to profitably use digital technologies, to effectively develop digital communication or their online business and, in general, to grow online locally, nationally or internationally.

In particular, I deal with:
- ICT Technical Consultancy
- Digital Project Management
- Web & eCommerce Design
- EBusiness Development (SEO, Social, Marketing)
- Digital training (public or private courses)
- ICT technical support (IT / Web)

In the work carried out for the various clients, I covered the following profiles:
- IT Manager
- CDO (Chief Digital Officer)
- eBusiness Manager
- Web Designer & Developer
- ICT trainer

To the technical and consulting activities, since 2016 I have combined those of digital training that I carry out through public or private (corporate) courses, focused on issues related to Web / ICT development.

Name and address of the manager/employer	Me

Date (from - to)	**2008-2009**
Occupation or position held	Expert Technician in Information Systems
Main activities and responsibilities	Design of digital systems, data processing and analysis, creation of digital maps using CAD, management of SIT information systems, design and development of databases and geodatabases.
Name and address of the manager/employer	Prof. Piero Fantozzi (Centro di Geotecnologie)

Date	**2006-2007**
Occupation or position held	Geotechnologist
Main activities and responsibilities	Remote sensing (analysis and processing of satellite images), geo-environmental analysis and monitoring, digital photogrammetry, GPS analysis, geomarketing and georeferencing systems, ASTER software experimentation.
Name and address of the manager/employer	Prof. Riccardo Salvini (Centro di Geotecnologie)

EDUCATION and TRAINING

Date	**1998**
Title of qualification awarded	Classical High School Diploma
Name and type of organization providing education and training	Liceo Classico F. Petrarca di Arezzo

Date	**2006**
Title of qualification awarded	Geotechnologist (Cod. Reg. RT20091557)
Name and type of organization providing education and training	Degree course in Geological Sciences (University of Siena)
Professional profile description	Geotechnologist works in the administrative and scientific field, in the area of territorial planning with particular reference to the enhancement of environmental resources, the defense from geological and natural risks, the management of contaminated sites, landfills of solid urban and industrial waste and civil protection. He has mastered the most innovative computer systems of numerical cartography, geographic information systems, GPS, Geostatistics, GNSS and laser scanners, Geomarketing, georeferencing systems, remote sensing systems and has a high level of training in the management of IT tools connected with territorial knowledge frameworks.

Date	**2008**
Title of qualification awarded	Technical expert in information systems (GIS and thematic cartography) (Cod. Reg. RT20091748)
Name and type of organization providing education and training	Specialized degree course in Applied Geology (University of Siena)
Professional profile description	This professioal profile manage information through GIS computer systems, data base management systems, geographic information systems, georeferencing systems, web maps and in general designs and processes thematic digital maps. The professional area is that connected to digital information contexts and the professional profile is related to the development of information technologies: DBMS, the design, creation and management of databases, the techniques of analysis and digital processing of remote sensing images, spatial analysis of data and tools for the Web dissemination of data and the tools through which data and information are collected, analyzed, disseminated and updated.

Date	**2010**
Title of qualification awarded	Web Master Designer (Training course in the field of Web design and digital graphics)
Name and type of organization providing education and training	Training course
Professional profile description	The Web Master designer is the technical developer and the person in charge of the web project and in general his skills concern the development and management of websites created with professional languages (HTML, jQuery, Javascript, PHP, MySQL) or through the aid of CMS software. The skills of the Web Master designer concern the design and construction of the structural and content part of the web product, the development and management of dynamic websites, the development of the main visual design elements, the digital processing of images, the mastery of communication standards. on the Internet.
Date	**2013**
Title of qualification awarded	SEO Expert (Training course in the field of SEO design of websites and eCommerce)
Name and type of organization providing education and training	Training course
Professional profile description	Through in-depth knowledge of how search engines work and the factors that influence indexing, the SEO Expert is responsible for the promotional success of a site and its indexing on search engines. The SEO Expert manages and supports the development of websites, as regards the visibility within search engines and related services: he deals with the support and verification of the results concerning the positioning on search engines, and is responsible for optimization techniques within Web development.
Date	**2014**
Title of qualification awarded	Data Analysis (Training Course in the field of web analytics)
Name and type of organization providing education and training	Training course
Professional profile description	I acquired knowledge regarding data collection techniques present online, the metrics to be monitored to perfectly optimize a website, an ecommerce site, an app, an adwords campaign, the analysis of the most important data to be analyzed to improve the business and on how to interpret the data and take action. In particular, the course is based on the use of Google Analytics, one of the most used software for data analysis.

Date	**2015**
Title of qualification awarded	Marketing Expert (Training Course in the field of planning and monitoring of digital marketing)
Name and type of organization providing education and training	Training course
Professional profile description	The marketing Expert deals with the planning and coordination of the entire promotion process, from the conception and preparation of advertising campaigns on the Web and in social channels, up to the sale of products and/or services connected to the advertising activity, evaluating costs and benefits of promotional action. The Marketing Expert stimulates sales, using the Web, defines the nature of promotional campaigns in relation to the most appropriate Web communication media, in order to obtain the widest dissemination of the information being promoted.
Date	**2018**
Title of qualification awarded	Ecommerce specialist (Training course in the field of site design and e-commerce activities)
Name and type of organization providing education and training	Training course
Professional profile description	The eCommerce specialist is an expert in standards, technologies and activities related to electronic commerce: he has transversal knowledge of both IT and online business and masters techniques such as SEO and SEM, Email marketing, Affiliate marketing, Social Media Marketing, Community Management and Social ADV. During the development phase of the e-commerce site, he deals with understanding the customer's needs and planning the implementation of suitable solutions for e-commerce by interacting with other professionals, Web and otherwise, with managers of collection systems, merchants, gateway payment and third parties.

PERSONAL SKILLS AND COMPETENCES	
Native language	Italian
Other languages	English (PET certification and FCE preparation) - French

Self evaluation European level English and French	Comprehension				Speaking				Writing	
	Listen		Reading		Oral interaction		Oral production			
	B2	Indepen-dent user	B2	Indepen-dent user	B2	Indepen-dent user	B2	Indepen-dent user	B2	Indepen-dent user

SOCIAL SKILLS AND COMPETENCES	Excellent ability to manage and coordinate group activities or adaptation to multicultural environments and multifunctional activities, obtained through study, work and sports experiences.
ORGANIZATIONAL SKILLS	Excellent organizational skills in both work and non-work situations
TECHNICAL SKILLS AND COMPETENCES	In particular related to web architecture and experience of use and for assistance on various types of software
COMPUTER SKILLS AND COMPETENCES	Very high: ability to use even less common computer programs and transversal knowledge of many types of software due to professional and non-professional use over the years. Daily and multi-year experience in IT support both for training assistance and for the resolution of more and less common technical problems arising from the use of systems and networks (Troubleshooting).

Software used:

Basic computer programs (ECDL):
Text Editor; Database management, Spreadsheet management, Mail management, Data encryption, Software for digital presentations, Analysis, protection and optimization of operating systems, File manager, ...

Softwares related to Geotechnology and Information Technology:
Management and Analysis of Geographic Data, CAD Processing, Database and Geodatabase Management, Vector Graphics, File Synchronization, Remote Systems Assistance, Audio Editor, Image Editor, Video Editor, ...

Web development related programs:
HTML editor (Dremweaver, Expression Web, ...), CMS management software, Graphics processing editors, FTP software, Web programming, presentation DVD creation, SEO and SEM software, Web analysis, Database Management System software, Mail and newsletter management software .

Development of knowledge and skills related to assistance in the management of systems, networks and databases (System, Network and Database administrator).

ARTISTIC SKILLS	In particular, those related to graphics, web design and digital image processing
OTHER SKILLS AND COMPETENCES	Skills development on Web architecture: latest generation Web Usability and Web Writing techniques, web design and development, web marketing, DBMS and data management. Web programming, (design and development of Net-Office data management software)
DRIVING LICENSE	B
	I authorize the processing of my personal data pursuant to Legislative Decree 196 of 30 June 2003, "Personal data protection code".
SIGNATURE	*Luca Nappini*