

Curriculum Vitae

of Gianni Orlando

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Date and place of birth	9 May 1980 - Villaricca (Na) - Italy
Marital status	Married and father of 3 children
Sex	Male
Citizenship	Italian
Work experiences	<p>From April 2022 freelance: Codice Creativo di Orlando Giovanni.</p> <p>Since 2007 web designer, developer and SEO for a private group (Orofino). Caserta / Naples / Ischia.</p> <p>From 2010 to 2012 Collaborations as Web developer for Rodsandcones, advertising agency. Naples.</p> <p>From 2008 to 2011 Collaborations as Web developer for Villaggio globale and Karmadesign, advertising agency and web agency. Portici (Na).</p> <p>From 2006 to 2010 Collaborations as Web developer for D&R Partner, advertising agency. Casalnuovo (Na).</p> <p>Since 2004 external collaborations with some advertising agencies and freelancers (collaborations for the institutional website of the Di Villaricca municipality, for Fiano Music Festival and for the Bagatelle brand); graphic motion for television broadcasting on a local broadcaster.</p>
Skills and competences	<p>Application software: Adobe Dreamweaver, Illustrator, Photoshop and XD; Wondershare Filmora.</p> <p>Languages: HTML 5, CSS 3, Javascript, PHP, ASP (VBScript), Json and Xml.</p> <p>Libraries: JQuery and Ajax. Database: MySQL and the SQL language.</p> <p>Software platforms (CMS): Wordpress and Prestashop.</p> <p>Operating Systems: Windows and Mac OSX.</p> <p>Mastery of SEO optimization tools and analytics, among others Google Search Console, Analytics and Pagespeed.</p> <p>Excellent familiarity with the most important Social Networks and SEM experiences with Google Ads and Facebook Ads.</p> <p>Knowledge of Google Adsense, ADManager and monetization platforms for publishers and affiliate marketing.</p>
Education and training	<p>Since 2006 constant updating courses in programming and SEO on the major online platforms</p> <p>2005 Second level "Web designer" qualification. ILAS. Naples.</p> <p>2003 Participation in the "Specialista web" course. CIDE. Naples.</p> <p>1999 High school diploma, commercial address. I.T.C. "G. Siani" Naples.</p>
Extras	<p>Analytical and creative approach to UX / UI projects, ability to work in a team and to solve problems independently, constantly updated on the evolution of web standards.</p> <p>Personal projects: www.lasmorfianapoletana.com</p> <p>2017 - Participation in the SEO training course "Aranzulla Day", Milan and in the course "Il SEO dalla Strategia all'Operatività: come fare la differenza in SERP", Livecode. Naples.</p> <p>2015 - Participation in the "Revenue Responsive" course, organized by Blastness. Naples.</p> <p>2011 - Participation in the "Seo Web Marketing Experience" course, organized by Madri. Milan.</p> <p>2005/2007 - Participation in the seminars of Stefano Scozzese (Graphic and web designer), Pasquale Barbella (Copywriter), Giampietro Vigorelli (Art director), Lorenzo Marini (Art director) and Dr. Bob Noorda (Graphic designer).</p>
Native language	Italian.
Foreign languages	Written and spoken English and Spanish (moderate level).
Personal interests	<p>Interests for all new technological tools and the digital world in general.</p> <p>Passion for football, sports in general, photography, cinema, music, gardening and BBQ.</p>
More info	Driving license B and own car.