

# TOMMASO PAGLIARICCI RESUME



Birth 14/12/1981 Amelia (TR) Italy Resident in UK – London – First East Zone – Whitechapel

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## PERSONAL STATEMENT

I will create integrated **strategies to develop and expand existing customer sales**, brand/product evolution, and media endorsement. I can use my **SEO - computer consultant & marketing skills** and experience to increase site traffic and search engine placement. I aim to maximize my management skills, quality assurance, program development and training experiences. I would like to secure a position with a well established organization with a stable environment that will lead to a **lasting relationship in the field of IT**. I can use my strong organizational skills, **educational background**, and ability to work well with people, to integrate my position in a team.

## PROFESSIONAL COMPETENCIES

Solutions-focused **IT Consultant** with broad-based experience and hands-on skill in the successful implementation of highly effective **technical support strategies**.

Proven **ability to successfully analyze** an organization's critical support requirements, identify deficiencies and potential opportunities, and **develop innovative solutions** for increasing reliability and improving productivity.

A **broad understanding of computer** hardware and software, including installation, configuration, data management, troubleshooting, and support.

Passion for **software developing, SEO and internet marketing**

Outstanding ability to **think creatively**, and identify and resolve problems

Attention to detail and the ability to effectively **multi-task on deadlines**

High levels of integrity, autonomy, and **self-motivation**

Excellent analytical, **organizational**, project management and **time management** skills

## TECHNICAL SKILLS

Strong computer science / analytical skills

5+ years experience in Search Engine Marketing (**SEM**) and Search Engine Optimization (**SEO**)

5+ years experience with website analysis using a variety of analytics tools including **Google Analytics** as well as internal reporting tool

5+ years experience working with popular **keyword tools** (Google, WordTracker, Keyword Discovery, etc)

5+ years experience on **PHP MYSQL JAVA LAMP** developing working with CMS and building/administering content in CMS and desktop app environments.

5+ years experience developing **HTML/CSS** and website administrations

5+ years experience posters, flyers and photo editing with **Photoshop**

Ability to **learn new technologies** and skills **quickly**

**Excellent problem solving** in Windows and Linux/Unix - Installing and configuring Apache - Excellent **MySQL managing and developing skills** - Excellent **PHP developing skills**, as well **Java/JavaScript /Ajax** – **RFID** – **SOAP** – **HTML/CSS** – **Networking** - Office spreadsheets – **Photoshop** - Dreamweaver – Netbeans – **SEO** – **Web & Social Marketing** – **Web usability interfaces**

Proficiency in **MS Excel**, PowerPoint, and Word

## EDUCATION

[ 2010 ] - **Computer Science Degree** at Perugia University ( Italy )

thesis title

*"HTML document optimization for Search engine positioning"*.

[ 2004 ] - Technical Course for Computerization of Public Administration.

[ 2001 ] - Graduation in Accountancy and Finance, Amelia (TR) Italy.

[ 1991 – 2000 ] Attended summer english classes at Marian College in Dublin hosted by irish families.

## OTHER EXPERIENCE AND SKILLS

[Sep 2012- April 2013] Attended **Photography** Course understanding how cameras work, and i could get skills on photograph light, composition and after editing with **Photoshop**

REF: **Bruce J Weissman**, Mill Valley, CA 94941 (415) 388-6896

[ 2007 – 2012 ] **Scuba diving carrier** to **Scuba Instructor** getting skills of team organization and leading – risk prevention – **solution finding in stressed environment**.

REF: **Sergio Pascucci** – [www.topdiving.it](http://www.topdiving.it) – [sergio@topdiving.it](mailto:sergio@topdiving.it)

[2006] I started to have interest in Forex Exchange and I practice by the time with Demo Frameworks to study strategies for having profit.

REF: **Bruce Weissman**– [www.topdiving.it](http://www.topdiving.it) – [sergio@topdiving.it](mailto:sergio@topdiving.it)

## JOB ROLE

I would prefer a contract in a small buisnes or a permanent job in one of the major companies, as **SEO specialist, Front End Developer or Junior PHP Developer**, in **Central London** area.

I would like to join a company that is responsible for the creation and implementation of an integrated solution technology which seeks to interface with a variety of third party software products and monitoring clients using a variety of Web-based products using PHP, JavaScript, MySQL, & AJAX where i can test my skills in **Web Marketing or Financial environments** .

I'm fine to start with a minimum of **£ 100 per day** salary or **£ 25000 per annum** salary .

## PROFESSIONAL EXPERIENCE

[ **May 2013 - present** ] Team roles training and document flow standard reorganization with an IT network system developed from scratch for **LC Futura Services LTD** in London: A **Java** application to manage customer bookings, letting availability, agents commissions, and overall billing, connected to multilanguage **SEO optimized PHP framework** web sites and social network to update information in same time.

REF: Leonardo Carpenelli – [info@lcfuturaservices.com](mailto:info@lcfuturaservices.com) – P: 02073771287

[ **May 2013** ] Built [www.londraedintorni.it](http://www.londraedintorni.it) site, an airport taxi transfer agency. Implemented a **PPC advertising campaign** on **Google AdWords**.

REF: Enrico Pilia – [info@londraedintorni.it](mailto:info@londraedintorni.it) – W: [www.londraedintorni.it](http://www.londraedintorni.it)

[ **2012** ] I managed to increase the conversion rate of a website in one week. The site was built without following the W3C standard and SEO rules where not deployed. I saved all the web site's text and installed my CMS. I arranged to make new SEO optimized titles, paragraph and internal links. I took only one week to the firm to get busy until the director started to get employee to arrange all the jobs.

Ref: Manuela Lombardelli [info@oltrento.com](mailto:info@oltrento.com)

[ **2011** ] Carlo Maietto film producer contacted me referenced by one of my costumers. I built his personal site and i managed to satisfy his needs quickly as He asked. The most of the times i had to resize and upload several pics of his portrait so I developed a tool to upload multiple file in HTML and resize them in PHP using **GD Library**.

Ref: Carlo Maietto [info@carlomaietto.it](mailto:info@carlomaietto.it) – [www.carlomaietto.it](http://www.carlomaietto.it)

[ 2009 ] Built a Portal web site for my thesis about news events and companies of my town, using my own optimized **CMS**, getting great success in my thesis discussion and a great visibility of activity of my town. A lot of access to the website are coming from google from people that are looking information for Amelia's town in Italy ( [www.ameliaonline.it](http://www.ameliaonline.it) )

[ 2008 ] I developed a **VRML** project for Univesity. The professor asked me to develop a virtual rapresentation of exhibits shown in Science and Technology Centre in Perugia ( <http://www.perugiapost.it/category/english/> ). The project involved other collegues that were developing exhibits and the environment for a virtual visit of the POST Science Center.

Ref: Osvaldo Gervasi ( <http://www.linkedin.com/in/ogervasi> )

[ 2007 - 2008 ] I started to study **Joomla** and **Magento** frameworks and I was oriented to build a new **SEO-LAMP-CMS**. I took the previous projects frameworks and started to sort file and directories and optimize the **LAMP** structure. I studied web site **usability** starting the research from the Steve Krug's book "*Don't Make Me Think*". I followed strictly **W3C** standard **Google SEO White Hat** rules and also I tested with **Page Speed analysis** to score 90/100. This let me had a good **CMS** to sell to several local companies, restaurant and associations.

Ref: [www.masserialaduchessa.it](http://www.masserialaduchessa.it) – [www.parcoulivi.com](http://www.parcoulivi.com) – [www.lamisiticanza.it](http://www.lamisiticanza.it)

[ 2006 ] I built a system to manage historic arch tournament. The framework that I created for a previous project have been adapted after the analysis I carried out with the client's needs. I developed a desktop application to manage attendance to the tournament's events by a badge and collect and manipulate score data that are sendes , to easily post rankings on-line, to the web server in **XML** format. The app is written in **Java**. The badge reader is a **RFID** device. In addition to the total work done the big issue was to connect the **RFID** reader to the **Java App** since the libraries were not well developed, so I managed to reconize signal packet by **reverse engineering**.

Ref: Giuliano Cerioni – [giulianocerioni@fitast.it](mailto:giulianocerioni@fitast.it)

[ 2005 ] I built a management tool to administrate football tournaments data. The client was looking for a web site with a private interface to easily input match and tournament scores. I built a **PHP-MySQL** web application that calculate automatically rankings and other information starting from match score data . I focused to provide user friendly HTML input forms to upload data and files and I arranged SEO optimization, as well, by hiding **URL GET** data with **.htaccess UrlRewriting** script .I monitored the traffic with **Google Analysis** and **Webmaster tools** and the website has a lot of access from Italy and Europe, although the stored tournaments are placed in a small area, this thanks to a good visibility of the site. The framework is built in **PHP MYSQL JAVASCRIPT HTML and CSS**.

Ref: *Tonino Ottaviani* - [tonino.ottaviani@gmail.com](mailto:tonino.ottaviani@gmail.com) - [www.calcioasette.it](http://www.calcioasette.it)

[ 2004 ] – IT trainee in San Camillo Hospital (Rome) – Documental Flow Analysis, Control&Quality Office, IT support and data management on spreadsheets and access DB: I **digitaise** lists of **informations** by scanning and converting block of sheets with **OCR**. I stored the data in a **Access DB** structure and I made an **user interface** and a group of **sorting functions** to view information quickly.

Ref: Istituto Tecnico Commerciale - G. Di Vittorio – Via Aquilonia 50, Roma, +39 06 0273 268

[ 2004 – May 2013 ] work as **IT Consultant** for private and small organizations giving support for strategic communication and training to manage new IT tools and data management.

Developing my **own search engine optimized CMS** connected with social network system. This web application is flexible to any clients need and it has strong performances on page speed rendering.

Developing **Java + SQL** management **software**, with **RFID devices** system also.

Web design, posters and flyers with **Photoshop**.

**Implementing buisness networks**, computer fixing with **remote management** also.

[previous - 2004] I worked as electrician with my father carrying out domestic installations, rewires, service and repairs, where I could acquire the ability to carry out Joinery works

**THANKS FOR READING**