

Luca Panarella

CURRICULUM VITÆ

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talk to my LLM agent now

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Strategist

2012 — present — Livextention S.r.l.

TASKS

- As manager in the company I oversee all the aspects of the media agency with specific focus on web marketing strategy and direct response, reporting directly to CEO and stakeholders.

RESULTS

- Our agency manages important advertising budgets online (with focus on Facebook and Adwords, programmatic) for relevant Italian companies.

Flights Web Product Manager

2011 — 2012 — Bravofly SA — Volagratis

TASKS

- I managed the e-commerce website for the Online Travel Agency, supporting management decision process and reporting acquisition progress from every online channel, also supervising the IT development regarding product and process.

RESULTS

- I worked on numerous projects to develop and improve the volagratis.it results; for example I take particular pride in the improvements on the iPhone, Android and Windows Phone apps realized under my supervision.

Web Marketing Manager, CRM Manager

2008 — 2011 — SOS Villaggi dei Bambini ONLUS

TASKS

- As Online Fund Raising Manager I overview the whole presence of the Organization on the Web, and define the online marketing; Display, DEM, PPC, SEM, Affiliation and Social media are the channels that I use to acquire donors. Using my "profit" know how, I also participate in the definition of all SOS offline marketing campaigns. I volunteer as database CRM manager and IT support.

RESULTS

- Starting with the same budget of the previous years, I managed to reduce by one third our CPL for the acquisition of Child Sponsorship in nine months and identify and realize strategies focused on strengthening the brand position and awareness.

Consultant, Project Manager, Account

2006 — 2007 — Gruppo Fullsix

TASKS

- Consultant tasks include monitoring projects, interfacing with Clients and Developers; composing and delivering technical, creative and planning briefs and Industry and Marketing Benchmarks; exploring up-selling opportunities. After one year I was promoted to the acquired company Sems S.r.l. where I acted as Search Engine Marketing Project Manager.

Founder, Web Developer

2001 — 2005 — InMediaRes S.r.l.

TASKS

- As one of the promoting partners, I relate with all our Customers as well as within the entrepreneurial environment, managing and developing the company strategy from market analysis to product and service development. With my partners and collaborators, I was responsible for every InMediaRes project.

SKILLS

MANAGEMENT SKILLS

• Team leadership: managing teams of up to 15-20 people across over 60 concurrent projects, with a service-to-the-team approach, seeking out ways to remove stumbling blocks and problems before team members ever encounter them.
• Project Management: managing large numbers of projects with small, fragmented activities across teams of about ten people and some 60 clients, with strong problem-solving, structuring and analytical skills and refined solutions.
• Multi-level budget management: quoting and defining project costs, media budget management (planning, allocation, channel selection, cost control, ROI), managing internal/external supplier costs, monitoring incoming and outgoing invoices.
• Account & Client Management: managing the client portfolio, ongoing trusted relationships, supporting commercial closing, upselling, quoting, running weekly/biweekly meetings, liaising with senior management.
• Company direction: financial and economic management, strategy, personnel management, selection and hiring, defining and delegating legal and administrative needs, dealings with public authorities, commercial and public tenders, state funding.

DIGITAL MARKETING & TECH SKILLS

• Complete command of every digital marketing channel
• Proven results in the strategic definition and planning of conventional and programmatic campaigns
• Skilled at implementing and optimising Conversion Marketing strategies across a range of markets/products
• Experience in synergistic strategy and execution alongside the main tools of conventional marketing and communication
• Knowledge of numerous tracking and analytics platforms - Atlas, Webtrends, Analytics

TECHNICAL SKILLS

• Reactive, agentic and proactive LLMs
• Visual Basic (VB6, .NET and .NET on Compact Framework)
• HTML, JavaScript, JScript, CSS
• Microsoft ASP, ASP .NET, JSP
• VBScript, VBScript .NET, C# .NET and Java

TRANSVERSAL SKILLS & CERTIFICATIONS

• Working knowledge at different levels of the main operating systems (Windows, MacOS, Linux) and of the main MS Office software
• Google AdWords certification: Search Advertising
• English: excellent command of the language, written and spoken

Web Developer, Team Leader, PM Junior

2001 — Esplit S.r.l. (now Var Connect)

TASKS

- After a brief training as Web Developer I trained and coordinated a team of 10 resources, organizing and promoting work distribution, managing them to ensure the respect of deadlines. Contributed to improve quality, in terms of product and employers competences, creating a positive team spirit and a pleasant work environment.

EDUCATION

• Scientific high school diploma (Maturità), class of 1995/96 - Liceo Scientifico Statale G.D. Cassini, Genoa
• University studies - Faculty of Computer Science, University of Genoa

PERSONAL DETAILS

PORTFOLIO

go over the «+» to see the project details

PERSONAL & SOFT SKILLS

• My extensive years of experience and versatility enable me to coordinate and collaborate productively within teams.
• In my work, I make sure to meet deadlines and objectives while maintaining the highest level of quality in the results.
• I devote commitment and passion to my tasks and wish to share and grow my experience.
• I value **constructive dialogue** and have a problem-solving mindset.
• Managing Budgets, Suppliers, Clients, Teams and Projects has taught me to be **open to listening** to different requests in order to propose solutions consistent with real needs and compatible with costs and technologies.

What do I do every day?

• Training and scouting.
• Agency coordination.
• R&D on LLM and agentic models
• Budget and cash flow management.
• Managing media agencies and media sellers for online campaigns and activities.

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