

## PERSONAL INFORMATION

## Daniele Ferrari

 Via Cerca 36, 41121 Modena (Italy)

 3479032731

 daniele.ferrari81@gmail.com

 <https://it.linkedin.com/in/danieleferrari81>

 Skype ferrari.daniele81

Sex Male | Date of birth 18/03/1981 | Nationality Italian

## WORK EXPERIENCE

07/2016–Present

**Contract Professor**

Alma Mater Studiorum - Università di Bologna, Bologna (Italy)

Contract Professor of "Social Media Marketing", M.Sc. "Mass media e politica" (Laurea Magistrale).

01/2015–Present

**Partner, CMO (Chief Marketing Officer) & Digital Strategist**

wecity srl, Modena (Italy)

[www.wecity.it](http://www.wecity.it)

wecity is the first that rewards your sustainable mobility. Walking, biking, carpooling and public transportation commutes are detected by wecity, so users can earn credits in proportion to avoided CO2 emissions. CO2 credits become a virtual currency, exchangeable for benefits and discounts. wecity is the only digital platform in the world allowing a private citizen to truly reduce CO2 emissions, thanks to the ISO 14064-II certification.

09/2011–Present

**Digital Strategist & Social Media Manager**

Tracce srl

Viale Lodovico Antonio Muratori, 117, 41124 Modena (Italy)

[www.tracce.com](http://www.tracce.com)

I'm in charge of all activities related with the digital marketing of our clients: Web Marketing, Social Media Marketing, Digital Strategies, Email Marketing, Web Analytics, Social Insights.

2013–2015

**Partner and representing member**

ICN - Italian Crowdfunding Network, Roma (Italy)

The Italian Crowdfunding Network is an independent non-profit association that strives to allow proper development of crowdfunding in Italy, promoting the culture and networking among industry professionals, thus promoting innovation, competitiveness and sustainability of the market.

09/2011–05/2012

**Social Media Strategist**

Saidmade srl, Modena (Italy)

03/2010–07/2010

**Junior Project Manager & Social Media Specialist**

stefilm srl, Torino (Italy)

Development of cross-media contents for the documentary film "Vinylmania: When life runs at 33 revolutions per minute". Development of the Web and Social Media campaign for the launch of the film.

## EDUCATION AND TRAINING

- 2009–2010 **Master in "Analisti di produzione cinematografica, televisiva e comunicazione cross-mediale"** EQF level 7  
 Università degli Studi di Torino - SAA: Scuola di amministrazione aziendale, Torino (Italy)  
 Marketing, crossmedia communication, Script editing for cinema, tv and web, video production.
- 2005–2008 **Master's Degree in "Cinema, Television and Multimedia Production"** EQF level 7  
 Università di Bologna, Bologna (Italy)  
 Cultural Studies, audiovisual marketing, multimedia publishing, event management, film studies. Final grade: 110/110 cum laude.
- 2000–2005 **Bachelor's degree in "Communication Science"** EQF level 6  
 Università degli Studi di Modena e Reggio Emilia, Reggio nell'Emilia (Italy)  
 Communication, social sciences, semiotic, informatics, new media, english literature, cinema. Final grade: 104/110.
- 1995–2000 **High School Diploma** EQF level 4  
 Liceo Scientifico Statale Aldo Moro, Reggio nell'Emilia (Italy)

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	C1	B1	B1	B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
 Common European Framework of Reference for Languages

Communication skills Excellent public speaking skills both in educational and conference field, thanks to many years of experience as a teacher, trainer and speaker.

Organisational / managerial skills Excellent project management skills in all kinds of digital projects: website, mobile app, web marketing, social media, web analytics.

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital competences - Self-assessment grid

Digital Marketing, Social Media Marketing, Email Marketing, Web & Social Media Monitoring, Web Copywriting, Google AdWords, Google Analytics, Social Insights, WordPress, Crowdfunding

Driving licence B

ADDITIONAL INFORMATION

---

**Certifications** Google AdWords Qualified Individual

**Projects** Effetto Domino - Viral video

Viral marketing campaign for the Italian Referendum (2011). The video "EFFETTO DOMINO - REFERENDUM 12 -13 GIUGNO 2011 - Siamo tutti indispensabili" reached 590,000 views on YouTube, and was also published on the homepage of YouTube as "trending videos". The video has also appeared on major national news websites and was also broadcast on TG1, TG3 and TGCOM and various national and local broadcasters.

**Projects** WordPress Talk Italy

WordPress Talk Italy is the largest (more than 4,000 subscribers) Italian community on Facebook where every day we talk about WordPress, the most widely used CMS in the world. A group to bring together WordPress users, Developers, Designers and Startupper.

**Dati personali** I hereby authorize the use of my personal details according to the Italian Legislative Decree n° 196/2003 "Codice in materia di protezione dei dati personali".