![europass logo]

Curriculum vitae

PERSONAL INFORMATION

Giulio Ardoino

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PERSONAL STATEMENT

I have a holistic vision of Internet, where successful ventures and ideas must consider people, technology, automation and creativity.

WORK EXPERIENCE

2016–Present

Innovation Advisor

My aim is to help Companies and Startups to develop their businesses through Innovation,Technology and Automation.

I work with Public Entities, Incubators, tech Companies, Startups and daily deal with business, innovation and technology topics. I have analyzed and helped more than 500 Startups + business ideas arise and grow up in the last few years.

May 2016–Present

Startup Tutor & Mentor

Wylab

Wylab is the first incubator in Italy focused on sports tech related startups.
We invest in young and creative minds and actively support them through dedicated tutorship and access to funding. The incubator developed a personalized program to select the best talents in the field and help them reach their target markets.

I have helped building and growing up several web or tech innovative Startups like Wesii, Noisefeed, Its4kids, Tecne, Triboom among others.

Mar 2014–2017

Crowdsourcing & Innovation Consultant

Reply

Determine and implement business strategies for Reply's Internet Crowdsourcing Services.
Among my responsibilities are:

▪ Define and apply Internet Marketing strategies aimed to grow up the customer and user base (100.000+ users worldwide).

▪ Manage developer, customer care, social media, and marketing teams.

▪ Define and apply Internationalization strategies aimed to grow up brands popularity, customer base and sales.

Mar 2010–Mar 2014

Founder & CEO

BestCreativity

BestCreativity is the company behind two of the most popular Italian crowdsourcing marketplaces for digital marketing services, logo design, graphics and web design:

BestCreativity.com is an international web service based on crowdsourcing where customers decide how much they want to spend and what they need to be created. On the other side, Creatives compete to get the project done by posting their works and try to satisfy customers requirements to win the contest and get paid.

CiaoLogo.com is a community driven multi vendor internet e-commerce where anyone can preview, sell and buy logo designs.

- The company has been acquired by Reply in March 2014
- By March 2014 its services counted 10.000+ designers and copywriters
- By March 2014 300.000+ works had been created

Dec 2010–Apr 2011	**Chief Operations Officer - COO**

BootB

BootB is a collection of high profile creative and digital marketing crowdsourcing services that allows businesses to post creative briefs to thousands of digital marketers from around the world eager to pitch their ideas. Through BootB's services you are able to access some of the most creative minds from anywhere on the planet and openly invite any creative talent to pitch for your business, whether it's an advertising campaign, a logo design, a website design, developing product concepts or marketing solutions of any kind.

World top Brands such as Auchan, BULGARI, Clearasil, Disney, Dove, EMI Music, Ferrero, FIAT Group, Lego, Peugeot, Unicef, Universal Pictures, 20th Century Fox and many others have already used BootB to find the creative solutions they were looking for.

Oct 2007–2011	**Owner**

ZicZac

ZicZac.it is a successful free Social News Network where users can read, post, comment and vote news and internet / blog contents. ZicZac was born as a SEO, digital marketing and internet traffic gain / viral experiment, with no intention of being a profitable website or company. It collects about half million italian visitors every month.

ITC Manager

OKI

Some of my tasks included:

- Created and organized managing procedures
- Simplified and improved administration tasks and assets monitoring services.

Mar 2006–May 2009	**Project Manager**

Ericsson

Led team in planning and creating a multi-user web administration system within a project aimed to internet traffic interception, and used by anti internet crime Italian Police units.

Mar 2006–May 2009	**Computer and Network Scientist**

University of Genoa

Led student teams in planning and deploying applications to build network simulation scenarios, within research projects on wired and wireless networks methodologies and technologies.

Mar 2006–May 2009	**Freelance IT Consultant**

Freelance

System architect for Linux/Windows computer networks. Typical projects included: requirement elicitation, network design, hardware acquisition in collaboration with the customer according to technical and economic criteria, implementation and installation, delivery to the customer and continued technical support.

EDUCATION AND TRAINING

Master of Science Computer Engineering
Università Degli Studi, Genova

High School Diploma
Mundelein High School, Chicago

PERSONAL SKILLS

Mother tongue(s)   Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
	High School Diploma				
Spanish	B2	B2	B1	B1	A2

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

Job-related skills   General Management, Business Planning, Startup Tutoring, Digital Marketing, Digital Business Strategies, Online Advertising, E-Commerce, Web Applications, Crowdsourcing, Social Media

Driving licence   A, B

ADDITIONAL INFORMATION

Organizations   Ordine degli Ingegneri di Genova

Interests   Startups, Soccer, Guitar, Internet Trends

Autorizzo il trattamento dei miei dati personali presenti nel cv ai sensi del Decreto Legislativo 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali" e del GDPR (Regolamento UE 2016/679).