

Curriculum Vitae



Dr. Fabrizio Scatena

Account Manager & Business Advisor

PERSONAL DATA

Fabrizio Scatena

Born in Roma il 06/06/1977

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Single, Exempt soldiers, Driving license B and A3, Motorized (car and scooter)

Website: www.scatenamarketing.com – www.knowhownetwork.it

WORK EXPERIENCE

Start - end date: April 2016 - ongoing

Company: Tun2U Srl

Sector: eCommerce - Digital marketing - Web Hosting

Role: Senior Key Account Manager until 2019 and Business Partner and Senior Business Advisor currently

Start - end date: January 2011 - ongoing

Company: Scatenamarketing

Sector: Web development - Marketing - Communication

Role: Owner

Start - end date: July 2015 - December 2017

Company: Microlab Progetti Snc

Sector: Electronic - TLC

Role: Web Project manager (External Consultant)

Start - end date: October 2012 – September 2013

Company: Teleskill Italia Srl

Settore: ICT

Role: Account Manager

Start - end date: February 2008 – January 2018

Company: HTML.it Srl/Triboo Media Spa

Sector: Publishing

Role: Web writer and Blogger for the website PMI and Manager On-line

Start - end date: July 2011 – July 2013

Company: Master New Media Srl

Sector: Publisher

Role: Web writer for the website PMI – dome

Start - end date: April 2008 – October 2015

Company: Radio Popolare Roma (Radio BBS Srl)

Sector: Media

Role: Chief Marketing and Sales Office

Start - end date: April 2006 - March 2007

Company: Università Telematica Internazionale UNINETTUNO

Settore: University and Research

Role: Webmarketing Manager

Start - end date: December 1998 - october 1999

Company: Civil service at the Ministry of Justice. Casal Del Marmo Juvenile Criminal Institute in Rome

Settore: Public Administration

Ruolo: Employee in the Administration Office (management of correspondence, money and purchases for prisoners)

Start - end date: 1997 - 1998

Company: Madema Srl

Sector: Audiovisual

Role: Worker assigned to transport and assembly of technical and audiovisual equipment

EDUCATION AND PROFESSIONAL TRAINING

Date: August 2022

College: Google Digital Academy

Title: Google Analytics for beginner

Date: February 2016

College: Future People – Axelos

Title: Project Management Prince2® Foundation

Date: March 2013

College: Icons – APMG International

Title: Service Management ITIL V3® Foundation

Date: March - April 2012

College: LUISS Business School Guido Carli – Istituto Italiano di Project Management®

Title: Project Manager ISIPM - Base

Date: October 2010 – January 2011

College: Englishtown Group EF Educational First

Title: Business English Course

Date: June - July 2007

College: LCI Dublin (language school accredited by the Irish Ministry of Public Instruction)

Title: certificate of knowledge of the English language intermediate level

Date: 2005 - 2006

College: Business School ATENEO IMPRESA (Certificate ASFOR – Sponsorship CONFINDUSTRIA)

Title: - Master in Marketing, Web Communication and New Media – School mark A +

Date: 1999 -2004

University: Università di Roma “La Sapienza”

Title: Degree in Sociology (main subject studied Sociology, Economy and Social Antropology) – School mark 107/110

Date: 1994 -1998

School: Industrial Technical Institute Galileo Ferraris

Title: Diploma of Chief Technical Expert in Electrical Engineering and Automatio

MYERS – BRIGGS PROFILE: I - S - T - J

THEORETICAL SKILLS

I deal with **management and social sciences**: i privilege their **practical application in organizational contexts**. During the years, I have developed a **concrete and solid experience as an Account and Project manager** in Digital, E-commerce and Communication sectors. As a **Web and Business writer** I have written numerous articles, documents and texts for websites and commercials dedicated to public and private organization. I also deal **with stock market investments** and my portfolio investment Scatena Fund

SPECIALISTIC SKILLS

Project management	80%	Web/Business writing	80%
Sales management	80%	Business Analytics	72%
Digital marketing	70%	Investment and Trading	70%

CREATIVE SKILLS

Over the years I have developed a **synthetic, effective and persuasive** style of writing that has influenced the evolution of mine creativity and expertise. This style is particularly suitable for drafting documents intended for the activities of **marketing and business in general**. For hobbies and work I write articles dedicated to management, web and science fiction. In the role of **Copy, Web and Business writer** I have written the texts of numerous radio commercials for organizations public, private and non-profit. I also wrote a lot of texts for brochures, company profiles, documentation technical-commercial, blogs and web pages. With Delos Digital I published the essay Reflective Science Fiction by U.K. Le Guin

ORGANIZATION SKILLS

I am a great **organizer and a good administrator**. I prefer to **work independently**, but if necessary I can to **coordinate and train project teams** whose members I can select. I like to design and formulate models complex actions, translating them into simple and accessible languages for end users and my collaborators. When I play the role of **Team Manager** I manage to acquire and maintain leadership, in situations where one is required solid and authoritative guide to achieve project objectives. I am the founder and coordinator of **the Know How Network**: www.knowhownetwork.it

RELATIONSHIP SKILLS

My **ascetic and independent** character has allowed me to develop a **high level of working autonomy**: for me individual professionalism is of great importance and is a life purpose. I can adapt to environments and groups with **different value and cultural orientations**, especially if my privacy is respected. On the way I have learned better to collaborate, communicate and listen to others to harmonize them with my ideas and goals. I want to **constantly self-develop to improve my professionalism** and then pass it on to colleagues less experts; a task that I consider fundamental in the exercise of the managerial profession.

LANGUAGE SKILLS

Native language: Italian

English: intermediate

IT SKILLS

- Good knowledge Operative system Windows
- Good knowledge Office and Open Office suite
- Good knowledge CMS WordPress, Joomla, Magento, WooCommerce, Prestashop, Shopify
- Google knowledge Apps for work and Team Leader CRM
- Good Knowledge of Slack
- Fair knowledge HTML language
- Good knowledge of trading and investment platform

CERTIFICAZIONI

- Google Digital Academy: Google analytics advanced
- Udemy: Microsoft Excel from the fundamentals to the advanced level
- Axelos: Prince2 Foundation® (Project management)
- Axelos: ITIL Foundation V3®
- Istituto Italiano di Project Management®: ISIPM – Base (Project Management)
- Master in Marketing, Comunicazione Web e Nuovi Media (ASFOR-Confindustria sponsorship)
- Chamber of Commerce of Rome: Small entrepreneur owner of the scatenamarketing (commercial consultancy, marketing assistance, market surveys)
- Agent and Representative of Commerce

HOBBIES

Sport (swimming + toolmaking), DYY, personal finance, reading, japanese culture.

I AUTHORIZE THE PROCESSING OF MY PERSONAL DATA PURSUANT TO D.L.S. 196/2003

Johnnie Grotus