

Fabio Quinzi

SEO and Web Marketing Specialist, Skilled Programmer and IT Consultant

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Summary

IT addicted since I was young, I have a Technical Institute Diploma as Computer Specialist, then a Bachelor's Degree in Computer Science at the University of Bologna. I'm a skilled programmer (java, C, bash, php, ...) who enjoys solving problems and challenges. I have worked as SEO, programmer, web developer (Wordpress customisations, web services, front-end and back-end development), software engineer and system administrator (Amazon Web services mostly and any shared hosting or VPS). As SEO I have developed most of my work experience; I'm an analytical person and I always focus on results. Social media marketing, lead generation, web marketing strategies are only few of the expertise I have studied during the last years and of course all my IT preparation has helped me a lot to see things way better than from the economic marketing point of view. I know what, from a mathematical point of view (stationary distribution), google algorithm wants to achieve, what is a CURL request, how HTTP headers are send/received and how an Apache/NGINX server works, just an essential knowledge if someone wants to work as SEO. I can also coordinate teams, develop in agile programming environment and work remotely.

Experience

SEO / SEM, IT Specialist Consultant at RTR srl - Sports Marketing

August 2011 - Present

I started the experience in RTR as a SEO/SEM, analysing the current status of the infrastructure and positioned the website so as to study and build a solid strategy to lead the company (with an analogical approach) on gathering new clients (call center) to a totally inbound way of getting new clients. We have grown contacts and request more than 200%, just thanks to website pages and search engine presence.

After a lot of SEO, I studied good SEM strategies to promote RTR content and grow popularity of all the digital properties. The results were really amazing and we have reached one of the best fan base of a marketing agency in Italy.

When RTR got bigger in terms of page rank, domain authority and organic views, I made a second website to focus RTR business not only in Italy, but in UK too, with a rtrsports.co.uk website lo-

calised in London. Activities of Link Building, Link Popularity, Content production, UI design studies, A/B tests and rebuilding all the infrastructure on Amazon Web Services (migration made by myself) were only the basic activities I did. I used famous analytical tools such as Ahref, MozPro, GoogleAnalytics, GWT to achieve all the knowledge from an analytical aspect and almost coded all the upgrades by myself too.

I even used a lot of Marketing campaign tools, but mostly Google Adwords.

As DEM platform I'm skilled on CampaignMonitor.

Now I have an activity calendar with tasks I have to do day by day and I am always searching for improvement in organic views, win over competitors and convert most of the users who find us in clients.

Owner, CEO at Hypercube Labs.

July 2011 - Present

Hypercube Labs. is my personal project, I created the agency in 2011 and I use it to work as a freelance for any challenging project anyone could send me.

I usually prefer SEO/SEM activities, Website optimization, Website design and coding, building hosting or VPS solutions or any project related to my studies on how use creativity and technologic innovations as tool to create winning marketing strategies. Of course Lead generation and ROI are my KPI.

Ecommerce Web Developer, SEO/SEM, Social Marketing Consultant at My Len

January 2013 - May 2013

I've analysed all e-commerce on the market to satisfy specific necessity of the company and selected between Magento, Shopify, BigCartel and WooCommerce Selected and configured Shopify, added plugins and tested it. Coded the multi language propriety and edited a massive part in the theme code for responsive purposes.

The e-commerce was optimised in every part, from content to code, for SEO/SEM purpose. Started a social marketing campaign on facebook, twitter, instagram, pinterest. Planned collaborations with bloggers and partners to build links and brand awareness. Configuring and maintaining the e-commerce up and running for high peak of traffic. Results: <http://mylenstyle.com>

Creation of website and promoting at Paola Angoletta

April 2012 - June 2012

Creation of <http://paola-angoletta.com>, a website for a famous Italian painter and decorator. Promoting her website to improve rank on some specific keywords in organic search. (Now the website is different)

Web Developer at Goldmine Factory

2010 - 2011

Website creation and management, from hosting, to website configuration, and graphic design. Everything needed for that Music Event Organisation agency.

Dj, Speaker and Sound Engineer at Radio Città Fujiko

2009 - 2011

Speaker and Sound Engineer during the radio transmission live every Wednesday on Radio Città' Fujiko (103.1 FM national frequency)

Freelance Web Designer and SEO/SEM at Cruzeiro Corp.

October 2004 - December 2006

As my first experience with IT jobs (was 18 years old) my main goals were:

Design, Creation and Management of websites, Web Marketing Strategy Management, Marketing Campaign implementation, Data Analysis, SEO, SEM, SERP, Create brand strategies, Maximise ROI with PPC (Google / Yahoo)

Some personal projects

Treasure Hunt Protocol - Facebook Application

March 2009 to June 2009

Facebook Web Application: Treasure hunt game on Facebook granting APIs for external use. Developed with mashup technologies and web services, integrating youtube, google maps, etc... Designed with Model View Control model.

Optimising a Website

October 2009 to December 2009

Website optimisation using: Human-Machine Interaction Design Pattern Social Engineer Studies Web service implementation Analysis of Human behaviour and cognitive psychology.

Hearts (game)

March 2010

Developing a Client/Server system for playing the famous multiplayer card game, with lobby and chat functionalities, written in Java. Client/Server Architecture with communication based on an extension of XMPP protocol.

MikonOS: Minimal microkernel for MIPS architecture

December 2006 to December 2007

Me and some colleague from university developed a complete microkernel OS running on MIPS architecture, for academic purposes.

Certifications

Mycology course and abilitation for gathering mushrooms - Forest Rangers of Ascoli Piceno (IT) Corpo forestale dello Stato, Provincial section of Ascoli Piceno May 2005

Volunteer Experience

Blood Donor at Avis Nazionale

July 2006 - Present

Donating Blood every 3 months

Languages

English (Full professional proficiency)

Italian (Native or bilingual proficiency)

Education

Università di Bologna / University of Bologna

Master's degree, Computer Science, 2009 - 2013

Università di Bologna / University of Bologna

Bachelor of Science (B.S.), Computer Science, 2005 - 2009

Istituto tecnico industriale “E. Fermi”

Diploma Magistrale, Computer Science, 1999 - 2004