



Curriculum Vitae Europass



Personal Information

First name/ Surname

Francesco Zingone

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Web-site

francesco.zingone@gmail.com

Sito web

www.francescozingone.it – www.rossozingone.it

Linkedin

<http://it.linkedin.com/in/francescozingone>

Nationality

Italiana

Date of birth

19/11/70

Gender

M

Occupational field

Web Solver for PMI, Hotels & Tourism – Journalist

Work experience

Dates

01/01/98 →

Occupation or position held

Constituant member

Main activities and responsibilities

- Analysis, conception and creation of web projects.
- Supervision of the creation process and analysis of the project evolution.
- Project management control.
- Working units coordination (Web Project management).
- Consultant and teacher.
- Knowledge of web-sites positioning and organic indexing
- Advertising campaigns.
- Accessibility and usability of the W3C standard.
- Blogger.
- Coordinator of micropublishing projects, press releases and article marketing.
- Project Staffing

Name and address of employer

[RossoZingone Associati](#)

Type of business or sector

Internet communication and marketing

Main references Industry

Aspes S.p.A.
Renco S.p.A. Engineering Construction Services
Sifa S.p.A. Bar counters
Gasparucci Contract S.r.l. Contract furniture
33Multimedia S.r.l. Industrial photography
Sigom S.r.l. Rubber and metal processing
Franca Giorgio S.r.l. Thermo-sanitary plants
Biondi Alcide S.r.l. Sanitary products and detergents
More industries...

Main references Tourism

Bravofly – Volagratis.com
Tourism associations, Hotels, Resorts and Spas:
Associazione Albergatori Pesarese APA
Roseo Hotels group -Euroterme Bagno di Romagna, Sestriere, Assisi
Demetra s.r.l.
Given s.r.l
Cuochi di Marca Soc. Cons. a.r.l. – Association of quality restaurateurs from Marche
More hotels restaurants ...

Main references Publishing

Il nuovo amico, Weekly magazine of Pesaro and Urbino
Fantagiochi, Online and mobile games.
Viaggispirituali, Religious tourism portal
Associazione Media Cattolici Marche A.M.C.M.
More blogs and web sites...

Main references Cooperatives, Associations, Foundations and Institutions

Confindustria Pesaro Urbino
Labirinto Cooperativa Sociale
AutoTrasporti Carp S.c.r.l.
Foundation Opera Sacro Cuore Di Gesù of Urbino
Association Angelo Onlus
Archdiocese of Pesaro
Granello di senape Onlus
More cooperatives, associations ...

Proprietary softwares

Adosystem, software for the remote management of long-distance sponsorships
Thermalbook, booking software for thermal tourism hotels
Solbooking, booking software for hotels
Schedall, software for hotels to manage and report the people accommodated
More...

Collaborations

33 Multimedia s.r.l.

Dates
Occupation or position held
Name and address of employer
Type of business or sector

2001 →
• External consultant for the web sector
33 Multimedia - via Dell' Economia – 61122 Pesaro
Industrial Photography

Law Firm Costa Creta

Dates
Occupation or position held
Name and address of employer
Type of business or sector

2009 →
• Forensic web analyst
Piazza di Porta Ravegnana n. 1 - 40126 Bologna
Law firm, Industrial and Intellectual property sector (Intellectual Property, Information Technology and Competition.)

Il Nuovo Amico

Dates
Occupation or position held
Name and address of employer
Type of business or sector

2006 →
• Journalist
• Blogger
• Web redactor
Cooperativa Comunicare - Via del Seminario, 4 - 61121 Pesaro
Publishing

Labirinto Cooperativa Sociale Soc.Coop p. a.

Dates
Occupation or position held
Name and address of employer
Type of business or sector

2009 - 2012
• External teacher
Via Milazzo 28 - 61122 Pesaro
Socio-educational and training

Teaching activities

	Conference Speaker
Date	31/05/12
Occupation or position held	Speech held during the conference "“Silenzio si parla” (Let's be silent, it's time to speak: journalism between capability of listening and willingness to inform" with Fabio Zavattaro (Rai vaticanologist) – Luigi Luminati (Il Resto del Carlino Pesaro) – Franco Elisei (Il Messaggero Pesaro) – Silvia Sinibaldi (Corriere Adriatico Pesaro) – Roberto Mazzoli (Il Nuovo Amico Pesaro) – Paolo Boni (Direttore ISSR Pesaro)
Type of business or sector	Publishing and Journalism
	Foncoop - Conto Formativo 2008 - codice n° C10A080211
Date	June 2011 – January 2012 (20 hours) – Training on the job
Type of business or sector	External teacher Range A: Training course organized "When the practices change – updating of professional competences of operators employed in the social complex social services area" for the following activities: refresher course for the Fad platform and teaching of new practices
Type of business or sector	Education
	Sifa Group 2011 – Furnishing and refrigeration – Action n. 267704
Date	September/October 2011 (50 hours)
Occupation or position held	External teacher : teaching programme n° 25261 CRM, Configuration and programme management - Action n° 267704
Type of business or sector	Public places furnishing
	Foncoop - Conto Formativo 2006 - codice n° C08A080100
Date	March/April 2009 (20 hours)
Occupation or position held	External teacher Range A: Training course organized "Refresher course on the Fad platform management within the training environment" for the following activities: refresher course for the Fad platform and teaching of new practices
Type of business or sector	Education

Publications

Title	Web marketing plan for an on-line micropublishing project
Abstract	Is it possible to generate profit from knowledge? How can knowledge be presented on the net so that it contributes to the creation of a succesful project? Practical solutions on how a "web project" can generate profit without having any concrete object to be sold or an activity featuring a business model to be developed or promoted. Methods and suggestions to start a web-based activity through the creation of contents, excluding everything that overcomes the subject-net relation.
Publisher – Number of pages	Lulu – 189 pages - Amazon
Place, year	Italy – August 2012
ISBN	978-1-291-01742-7

Education and training

Date	09/05/2013
Title of qualification awarded	Certificate of attendance - Certified E-Mail, Digital and signature Graphometric Signature
Name and type of organisation providing education and training	Assform - Training Research and Culture
Principal subjects/occupational skills covered	<ul style="list-style-type: none">• Certified E-Mail• The timestamp• Document Integrity• Differences between holograph signature and Digital Signature (graphometric)• The new frontier of dematerialization
Date	11/01/13 – 19/04/13
Title of qualification awarded	Certificate of Attendance and Participation in Tourism Management
Name and type of organisation providing education and training	Masterlions: Superior Professional Development - Lions Club "Maurizio Panti" district 108a : See the detailed program of the course

Principal subjects/occupational skills covered	<ul style="list-style-type: none"> • The Marketing of Tourism Products: Concepts, Issues, and Cases • Analysis of tourist preferences and estimation methods • New technologies and organizational change • Key statistics in the Italian tourist industry • Budget, reporting and Business Plan • The economic management of the hotel • Cultural tourism and tourist routes • Quality and Communication, event management • Tourism and wellness • Software resources for hotels
Date	10/11/12
Title of qualification awarded	Certificate of Attendance – Web Tourist Marketing Pro of Riccione
Name and type of organisation providing education and training	GT Master Club
Principal subjects/occupational skills covered	<ul style="list-style-type: none"> • All types of research in which to be present on Google (and how to get in vertical search engines) • Content to have in the Hotel Website • Choice of Social Network: I have to be present in all? • The Google social search • Overview of Google Plus. Tips dedicated to the integration of the Social Network • Facebook strategy • Twitter strategy • YouTube and other • TripAdvisor, Foursquare, Instagram and other
Date	18/07/12
Title of qualification awarded	Certificate of attendance – Master24: Marketing & Communication
Name and type of organisation providing education and training	Il Sole 24 Ore Business School
Principal subjects/occupational skills covered	<ul style="list-style-type: none"> • Understanding marketing: ever-changing scenarios • Building and enhancing successful brands • Knowing the new needs to understand the market • Defining the positioning and the marketing plan • Choosing unconventional marketing strategies • Managing the relationship and the customer service • Launching new products and services • Developing the business to business marketing • Scheduling pricing strategies • Choosing real and virtual distribution channels • Generating emotions in the store • Developing and promoting with the show business • Building the marketing budget and income statement • Managing the brand in global markets • Designing the integrated business communication • Achieving the communication of product and service • Organizing media relations and press office • Communicating with events • Communicating in emerging markets • Communicating in the non profit area: strategies and fund-raising • Advertising communication and media planning • Building the ad campaign and assessing its returns • Communicating the product through the Packaging Design • Accounting Marketing: numbers to support decisions • New trends and strategies in the organized large-scale distribution

Dates	2006 – 2011
Title of qualification awarded	Three-year degree in Advertising communication sciences, discipline Technological Communication for the Network Society
Name and type of organisation providing education and training	University of Urbino, Faculty of Sociology
Level in national or international classification	Final mark: 107/110
Principal subjects/occupational skills covered	<ul style="list-style-type: none"> • Sociology of Communication • Sociology of Organization • Information and communication law • Psychology of tourism • Business administration • Marketing • Corporate communication • Theory and Technics of the New Media • Theory of Communication and Culture of Media • Theory and languages of Advertisement • Laboratory of construction of the advertising message • Web Content laboratory • Creative writing • English • French
Dates	2007 →
Title of qualification awarded	Freelance journalist, registered to the National Order of Journalists, card n° 133452
Name and type of organisation providing education and training	Il Nuovo Amico – Weekly magazine (Pesaro - Urbino)
Principal subjects/occupational skills covered	<ul style="list-style-type: none"> • Articles on New Media and Social Networks • Relationship between individual/society and technological networks
Dates	12/11/10
Title of qualification awarded	Certificate of attendance to the Seo Web Marketing Experience course - w0Dvu#
Name and type of organisation providing education and training	Madri s.r.l., Internet Marketing - 75 Bell Gardens CB6 3TX Haddenham, Ely United Kingdom
Principal subjects/occupational skills covered	<ul style="list-style-type: none"> • Algorithms of Search engines and news • Social and Matrices of Links • Advanced Seo Tests & Reverse engineering • Google Bugs and Quality raters • Web Marketing USA & Italy compared • Web Marketing 3.0 and future of the online marketing
Dates	28/11/08
Title of qualification awarded	Certificate of attendance to the Course on optimized writing and Article Marketing
Name and type of organisation providing education and training	Yo Yo formazione Rotolante - Lonigo (VI)

Dates 2007 - 2008
 Title of qualification awarded **Postgraduate training: Advanced vocational training for Communication and Culture promoters.**
 Name and type of organisation providing education and training **Pontifical Lateran University – Catholic University of Sacred Heart**
 Principal subjects/occupational skills covered

- Interpersonal communication and dis-communication
- Media and minors
- Ethics of New Media
- Ethics of the show business
- Languages of audiovisual contents
- Semiotics of Media
- Media and active citizenship
- Media Education
- Management and marketing of the cultural event

Dates 01/10/2006 – 30/10/2006
 Title of qualification awarded **Certificate of attendance to the Course on Management control**
 Name and type of organisation providing education and training **Madri s.r.l., Internet Marketing - 75 Bell Gardens CB6 3TX Haddenham, Ely United Kingdom**
 Principal subjects/occupational skills covered

- Planning and control processes
- Budget and budgetary control
- Costs accountability
- Analytic accountability
- Management reporting

Dates 16/04/05
 Title of qualification awarded **Training workshop – How to sell advertising spaces for an online magazine**
 Name and type of organisation providing education and training **Anso - Associazione Nazionale Stampa Online - Ancona**

Dates 1989
 Title of qualification awarded **High School diploma – Technical diploma**
 Name and type of organisation providing education and training **Technical school for Surveyors “G. Genga” - Pesaro**
 Level in national or international classification **Final mark 42/60**

Personal skills and competences

Mothertongue
 Other languages
 Self-assessment
European level ()*

Italian
English - French

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
B1	Independent user	B2	Independent user	B1	Independent user	B1	Independent user	B1	Independent user
A2	Basic user	A2	Basic user	A2	Basic user	A2	Basic user	A2	Basic user

(*) [Common European Framework of Reference for Languages](#)

Social skills and competences I'm capable of team spirit, I'm collaborative and respectful of hierarchies. I can implement and enhance other people's ideas also thanks to my constant role as Project Manager. I listen with great helpfulness and I know what it means to work for 12 hours a day. I communicate in a simple and effective manner thanks to the teaching activity that I perform in various fields. I get along with nearly everybody. I hate status seekers, foot lickers and those who can break any moral principles just to work their way up or make money.

Organisational skills and competences	I organize work autonomously, defining priorities and responsibilities both for me and my collaborators. I have a very good capability of reacting in case of unforeseen situations. I have experience in project management, both in live contexts and in asynchronous working sessions. I also have a good sense of logistical organisation – projects, investments, resources, etc. Very good integration and adaptation sense with the marketing and/or communication departments of other companies. Very good integration and adaptation with law firms that are mainly involved with ITC issues.
Technical and computer skills and competences	Very good knowledge of project development processes in the web sector accompanied by an analytical approach and development strategies. Excellent knowledge of the Internet, its protocols and connected systems aimed at its proper functioning. High skills in Tourism Marketing. Very good management of lead generation campaigns through SEO, advertising and monitoring tools, such as Google Adwords, Analytics, Ads Facebook. Deep knowledge of positioning into search engines (SEO), link Building and general advertising campaigns (SEM). Good ability in writing, thanks to the capability of mastering different linguistic registers used to communicate in the most appropriate manner on the various social channels (blog, Facebook, Twitter, YouTube, Flickr, etc.). Capability of interpreting properly and correctly communication contents and contexts and the possible dialogue developments. Good command of Mobile marketing through promotional campaigns or geolocalized social networks like Foursquare. Excellent knowledge of different softwares: creation and analysis of multimedia contents, planning and brainstorming; Content Management System softwares, both for publishing text/audiovisual products and material online and for e-commerce purposes, etc. Passable knowledge of HTML, PHP and their integration with DB Mysql. Operating systems used: Mac Os, Linux, Windows.
Artistic skills and competences	Fond of cinema and, in general, of visual arts.
Other skills and competences	I declared conscientious objection and therefore attended the Civil Service for a period of one year at A.I.A.S. (Italian association for the assistance of people affected with spastic paralysis). I took care of disabled people all the time and, occasionally, I drove the association minibus.
Driving licence	Car and motorbike: Driving licence A and B

Additional information

Available for temporary transfers

Signature

