



# DAVID CAROLLO

STARTUPPER | DIGITAL MARKETING MANAGER | CONSULTANT

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67

## ABOUT ME

David Carollo is a polymorphic digital professional with **creative**, **technical**, **strategic** and **entrepreneurial** skills.

With a Master's Degree with honour in **Communication Theory and Technology** (Milan, 2010) he had – in the last ten years – several interesting experiences and collaborations in the world of **innovation**, **ICT** and **advertising** in different fields (from academic to non profit organizations, from SMB to international brands, from Startups to the biggest IT players)

In 2015 David was appointed one of the **Italian Digital Champions** and he published many articles on Web 2.0, Social Media and Digital Marketing (2012-2013) and wrote a book – **Societing, Multicanalità e Startup Innovative: il caso ITSME** – published in 2016; moreover he hosted some **speeches** and seminars about these topics in many Italian universities, business meetings and events.

David has specialized in Online and Offline Marketing, Branding, Social Media, Analytics Multimedia, Web and Interaction Design, User Experience, Human-Computer Interaction and Usability, and he is interested in all shapes of innovation, digital and art.

Currently he is CEO of **weBranding** agency and Co-founder of some others **startups**.

## EDUCATION

- 2010 **MASTER'S DEGREE (WITH HONOURS) COMMUNICATION THEORY AND TECHNOLOGY**  
UNIVERSITY OF MILANO-BICOCCA
- 2008 **FSE MASTER INNOVATIVE SERVICES MARKETING AND COMMUNICATION MANAGEMENT**  
ETASS & POLITECNICO DI MILANO
- 2007 **BACHELOR DEGREE PSYCHOLOGY OF COMMUNICATION**  
UNIVERSITY OF MILANO-BICOCCA
- 2001 **STUDY EXPERIENCE ECONOMICS AND MANAGEMENT OF TOURISTIC SERVICES**  
UNIVERSITY OF MILANO-BICOCCA

## PUBLICATIONS

- 2016 **BOOK (ITA) SOCIETING, MULTICHANNEL MARKETING AND INNOVATIVE STARTUPS: THE ITSME CASE HISTORY**  
Edizioni Accademiche Italiane
- 2013 **PAPER (ITA) INTEGRATION AND INNOVATION: CONTENT CURATION AS A NON PROFIT INSTRUMENT**  
ICT Observatory for the Non Profit (THINK! The Innovation Knowledge Foundation)
- 2012 **PAPER (ITA) THE THINK! FOUNDATION PORTAL: APPROACHES AND RESULTS**  
ICT Observatory for the Non Profit (THINK! The Innovation Knowledge Foundation)

## MAIN WORK EXPERIENCES

- 2016 - TODAY **CO-FOUNDER & MARKETING MANAGER**  
MILAN/ITALY OkToPush - Next Generation Email Marketing
- 2016 - TODAY **CO-FOUNDER & BUSINESS DEVELOPMENT MANAGER**  
MILAN/ITALY MondoChiavi Network
- 2015 - TODAY **FOUNDER & CEO**  
MILAN/ITALY weBranding Digital Marketing Boutique
- 2015 - TODAY **PARTNER**  
MILAN/ITALY R-use Design Association
- 2015 - 2016 **COMMUNICATION MANAGER (contract)**  
MILAN/ITALY Master ICT Management - University of Milano-Bicocca
- 2011 - 2012 **UX/UI RESEARCHER (contract)**  
MILAN/ITALY ITSociety (University of Milano-Bicocca project)
- 2010 - 2015 **DIGITAL MARKETING MANAGER / COMMUNITY MANAGER**  
MILAN/ITALY The Innovation Group / THINK! The Innovation Knowledge Foundation
- 2009 - 2010 **MARKETING & COMMUNICATION SPECIALIST (intern)**  
MILAN/ITALY ITSME (University of Milano-Bicocca Spin-off)
- 2008 - 2009 **MEDIA PLANNER**  
MILAN/ITALY Radio4U
- 2007 - 2010 **TEAM LEADER & FIELD EXECUTIVE**  
MILAN/ITALY T Communication Agency
- 2006 - 2007 **JUNIOR ACCOUNT EXECUTIVE**  
VARESE/ITALY Lighter Leash Europe
- 2004 - 2006 **PR**  
MILAN/ITALY Magazzini Generali
- 2001 - 2006 **MARKET RESEARCH OPERATOR**  
MILAN/ITALY TNS Infratest

## CERTIFICATIONS

GOOGLE ADWORDS PARTNER

TWITTER FLIGHT SCHOOL

## PERSONAL SKILLS

ABILITY TO WORK UNDER PRESSURE

COMMERCIAL ACUMEN

CREATIVITY

FLEXIBILITY

INTEGRITY

INTERPERSONAL ABILITIES

LEADERSHIP

MOTIVATION

MULTICULTURAL SENSIVITY

NEGOTIATION

PROACTIVITY

PROBLEM SOLVING

TEAMWORK

## LANGUAGE SKILLS

ITALIAN

ENGLISH

SPANISH

MALAY

## TECHNICAL SKILLS

OFFICE

VIDEO

WEB

AUDIO

GRAPHIC

ANIMATION