



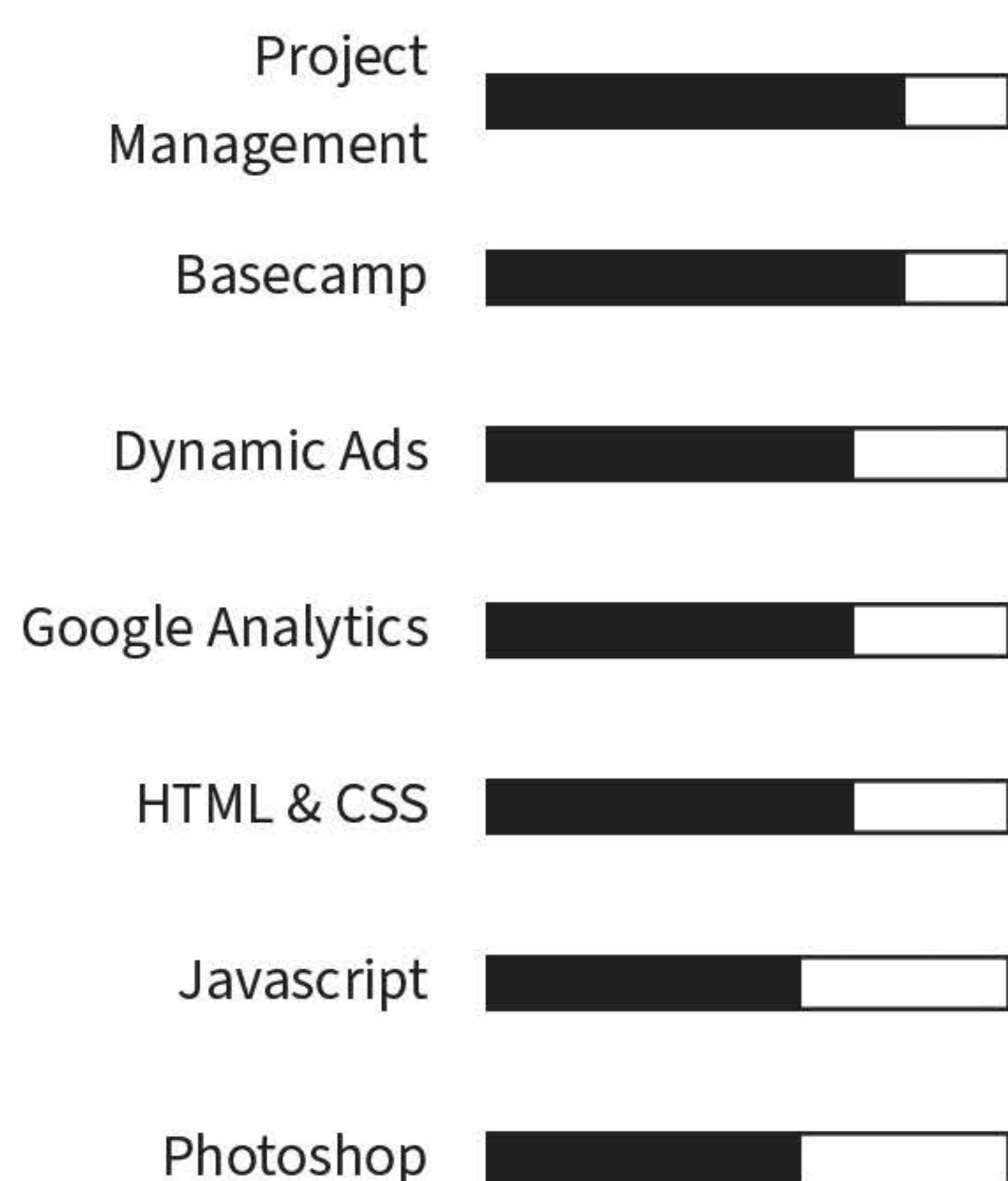
# FRANCESCO TORNABONI

## Project Manager

### Who I am

Specialist in Digital Humanities even before knowing the existence of this discipline, after the Master's Degree I moved to Milan to work in advertising focusing on the management of digital projects. He works first in the management of e-commerce projects and then in the production of online digital advertising campaigns.

### Skills



### Get in Touch



+ 39 3935246363



tornaboni.francesco@gmail.com



www.tornaboni.it



francescotornaboni

### Work Experience

#### The Big Now - Isobar / Project Manager

July 2017 / Now

I returned to The Big Now (later Isobar) to manage the foundation of a team specialized in the production of digital advertising campaigns for some important clients of the luxury fashion industry (e.g. Fendi, Gucci, Miroglio, Coca Cola)

#### Proximity BBDO / Project Manager

November 2016 / July 2017

I worked as a project manager in the development of web projects, digital advertising campaigns (banners) and IoT projects.

I have worked with clients such as: Sisal, Star, Nuvenia, Mercedes, Nastro Azzurro.

#### DodiciTrenta - The Big Now / Junior Project Manager

June 2013 / October 2016

I worked as a project manager in the development of web projects, gradually focusing on the development and maintenance of E-Commerce projects for fashion and luxury (e.g. Terranova, Acqua di Parma, Pomellato, Fendi).

Working on platforms: Magento, WoCommerce and Yoox.

### Education

#### Digital Humanities / Master's Degree

University of Pisa

The MA programme in Digital Humanities prepares students with background knowledge in Humanities and advanced knowledge in the theories, methods and tools for the digital processing of cultural assets.

#### Digital Humanities / Bachelor's Degree

University of Pisa

The undergraduate degree programme in Digital Humanities prepares students with background knowledge of humanistic disciplines as well as competences in the methods and tools for the digital processing of cultural contents.

#### Computer Science / High School's Degree

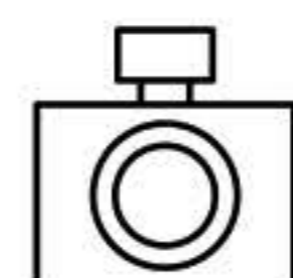
State Industrial Technical Institute - G. Capellini

The degree in computer science provides all the basic knowledge to design computer networks, develop in C++ and Java, and design and manage databases.

### Interests



History



Photography



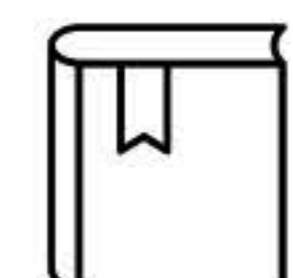
Martial Arts



Tv Series



Video Games



Books



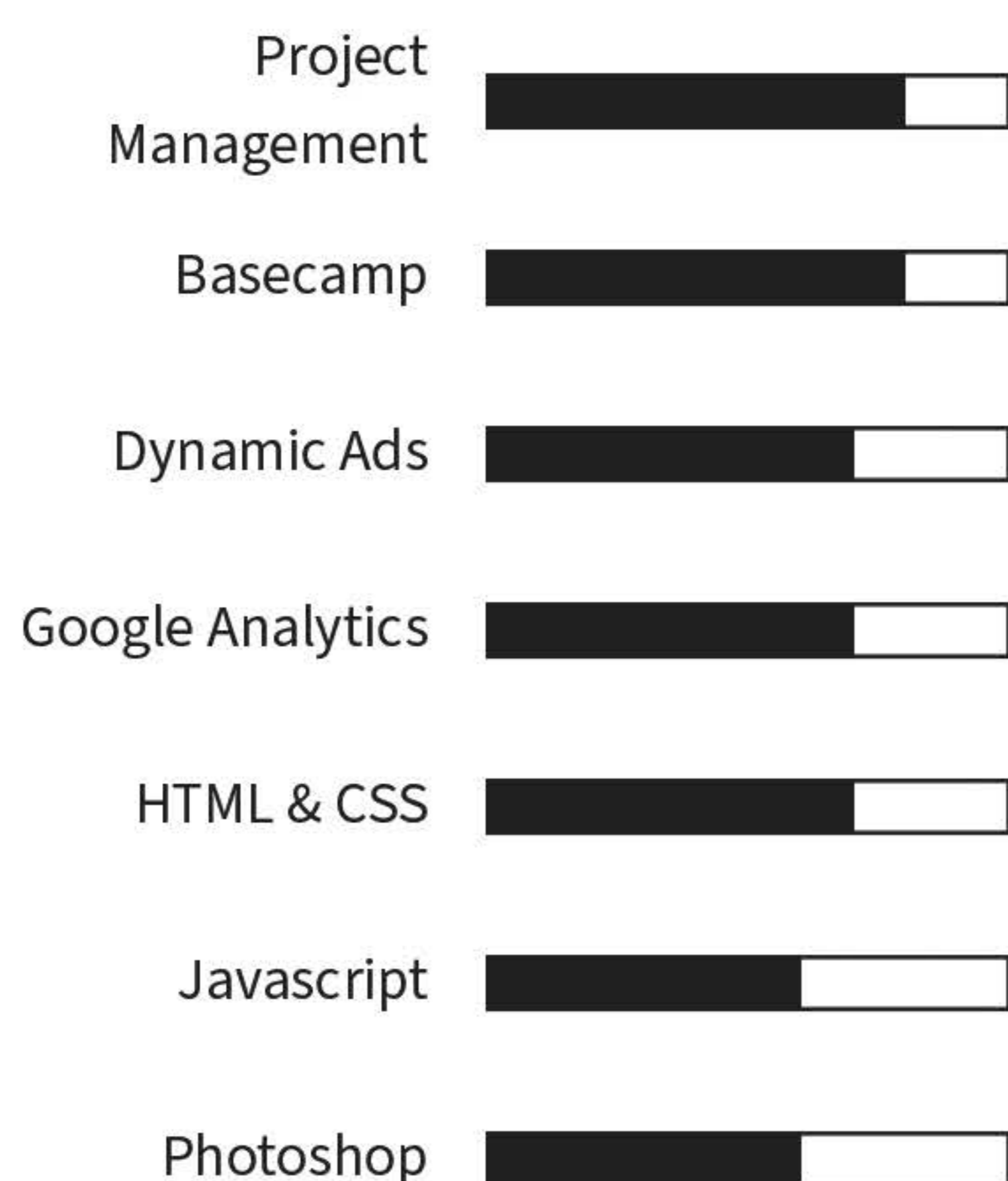
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## Other Skills

### Digital Advertising

AdForm, Celtra, Google Display & Video 360, Facebook Business Suite, Google Studio, Google Web Designer, ROI Hunter

### Google Certifications

Google Analytics Individual Qualification, Display & Video 360 Certification, Creative Certification

### Content Management Systems

Magento, Wordpress, Drupal, PHBB

### Coding

Java, JQuery, C++, XML, PHP, SQL

### Project Management Tools

Trello, Jira

### Design software

Illustrator, InDesign, Media Encoder, Inkscape, Microsoft Office Suite, iWork

## Languages



Italian (native)



English (c)