

SALVATORE GIANNAVOLA



Marketing & Communication Consultant, Copywriter, Social Media Manager, Web Marketer

I define myself as a creative person with a strong entrepreneurial spirit. I awarded an MBA in Marketing and Management from the University of Catania(Italy), after a 3 years Bachelor's Degree in Economics (2016). I have studied and worked in Spain and the UK. I speak: Italian (native), Spanish (near native), English (level C1 IELTS certification). It has been 5 years since I started on working as freelance and now I collaborate with Italian and international companies.

My preferred topics and areas of interest are: tech, fashion, lifestyle, politics, economics, young folks trending topics, cinema, art, literature and philosophy.

PERSONAL INFORMATION

Address: Viale delle Rinascita 181 City: San Cataldo, CL, Italia

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Linkedin: <https://it.linkedin.com/in/salvatore-giannavola-134526120>

Age: 25 years old, 11-09-1992

WORK EXPERIENCE

- **WEB AGENCY FOUNDER**

<http://mercuryo.it/>

I founded Mercuryo Web Agency in September 2016 when the number of my collaborations began to increase with some continuity and intensity.

I lead a group of 5-8 freelancers that assist and support me in several tasks like market research, data analysis and leads generation processes.

This is a project parallel to my freelance and creative career that allows me to confront my other colleagues and to embark on new challenges that I could not face alone.

Areas of competence web marketing, social media management, copywriting, seo, translation, web programming, live reporting and PR, marketing campaigns, communication campaigns, leads strategy, redemption process.

Current partners: BookAclassic, Mundio Mobile, Project ARM, Bulbi Shop, Tweaknology, Blogstermind, Extra Music Magazine, DocBuy, Sunsiit, Telefilm Central

- **MARKETING AND COMMUNICATION CONSULTANT**

I am in charge of the national Italian market management of:

- ❖ **Mundio Mobile** (January 1st 2017, current date)

Mundio MOBILE LDT is an international Mobile Virtual Network Operator that is leading the way in innovative telecommunications. Effective communication builds strong relationships. Our goal is to continually provide the best connectivity at competitive rates.

<https://www.mundio.com/#whoWeAre>

Tasks:

- Market research
- Competitors research
- Translation
- Content writing

-Data Analyst

❖ **BookAclassic** (October 20th 2016- current date)

Sharing economy platform present in 22 countries thought for vintage cars owners but also for users interested in vintage vehicles for trade fairs, exhibitions, weddings, film shoots or galas.

I run the communication and the marketing strategy of BookAClassic in Italy, ensuring that the platform can reach a good visibility through blogs, web and magazine articles.

Tasks:

- On line marketing
 - Social Media
 - Redemption strategy implementation
 - Audience boosting
 - Platform management
 - Booking process controlling
 - Customer care
 - Content writing
 - Translation
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CONTENT MANAGER AND COPYWRITER (ITA-ENG-ESP)

I have been working as Content Manager and Copywriter for 5 years now. I started with my personal blog (blogstermind.org), and then I started on collaborating with Italian and International web sites and companies as writers and Seo copywriter.

Skills:

- Team working
- Writing
- Creative input
- Data Analysis
- Proofreading
- Translation
- Brainstorming
- Seo rules
- Wordpress
- Image editing

Content Manager and Copywriter for articles and app texts at Sunsiit (Lifestyle, Tourism, Tech)

<https://sunsii.com/author/salvatore/>

<https://play.google.com/store/apps/details?id=com.sunsii&hl=it>

Copywriter at Pure Gold Magazine (Fashion and Lifestyle)

<https://puregoldmag.it/dolce-gabbana-a-palermo/>

Copywriter and Translator freelance at Project ARM and Key ART APP (Tech, VR, and Art)

<http://www.projectarm.com/it/tag/realta-aumentata/>

<http://www.projectarm.com/applications-image-recognition/>

<https://www.projectarm.com/it/realta-aumentata-la-storia-breve/>

<https://www.projectarm.com/watch-logan-2017-full-movie-online-streaming-online-and-download/>

<https://www.keyartapp.com/what-to-do-on-christmas-keyartapp/>

Web Journalist at Russia Insider (Politics and Economics)

<http://russia-insider.com/en/salvatore-giannavola>

Founder, Head of the Editorial team and Social Media Expert since 2014 at Blogstermind (society, music, art, cinema, literature, politics, social trending topics)

<https://blogstermind.wordpress.com/>

<https://www.instagram.com/blogstermind/>

Copywriter at DocBuy (Amazon listings, Ecommerce, Lifestyle)

<https://www.docbuy.it/author/salvatore-giannavola/>

Member of the Editorial Team, Social Media Expert, Live Reporter since 2015 at TelefilmCentral (Cinema, Tv Series)

<http://www.telefilm-central.org/author/stefano-giann>

<https://www.instagram.com/telefilmcentral/>

Member of the Editorial Team since 2016 at Tweaknology (Tech)

http://tweaknology.org/author/salvatore_giannavola/

Editor, Live Reporter since 2016 at Extra Music Magazine (Music)

<http://www.xtm.it/DettaglioFestivalEventi.aspx?ID=18172#sthash.AvogJzKm.dpbs>

Content Manager at Bookaclassic Italia (Booking process, Cars and Events)

<http://bookaclassic.it/>

Content Editor at Simply Biz (Economics and Politics)

<https://www.simplybiz.eu/author/salvatore/>

TRANSLATOR (ITA-ENG-ESP)

I speak Italian (Native), English (ielts Level C1) and Spanish (Certificaciòn de la Universidad de Vigo, Spain, Level C2). I also write in this languages because I have conducted my studies in foreign countries like Spain or Uk, there I had the opportunity to strengthen my skills since I had to study e attend classes in Spanish or English language.

Also, I have been working with international clients since 2014 when I started working as Communication Consultant freelance.

Here you are some examples for of my translation skills:

Atlanta Foreign Trade: English, Italian, Spanish translation

<http://www.atlantaforeigntrade.com/>

Bookaclassic.it: English, Italian, Spanish translation

Site translated from Bookaclassic.co.uk

Translation of manuals of industrial tools for Agristore Srl

<http://www.siderman.it/>

Copywriter and Translator freelance at Project ARM and Key ART APP (Tech and Art)

<http://www.projectarm.com/it/tag/realta-aumentata/>
<http://www.projectarm.com/applications-image-recognition/>

<https://www.projectarm.com/it/realta-aumentata-la-storia-breve/>
<https://www.projectarm.com/watch-logan-2017-full-movie-online-streaming-online-and-download/>

Skills:

Ita-Eng translations

Ita-Esp translations

Esp-Eng translations

Eng-Ita translations

Esp-Eng translations

SOCIAL MEDIA MANAGER

At now, I manage 6 social media profiles related to lifestyle, trending topics, cinema, music, art, literature, fashion and web marketing subjects.

Sunsiit App: tourism and booking

https://www.instagram.com/sunsiit_app/?hl=it

<https://www.facebook.com/sunsiit/>

Defensis: cyber security

https://twitter.com/DEFENSIS_IT

<https://www.linkedin.com/organization/15073927/admin/>

Mercuryo: web agency

<https://www.linkedin.com/company-beta/15226486/>

<https://www.instagram.com/mercurywebagency/?hl=it>

<https://www.facebook.com/mercurywebagency/>

Blogstermind: webzine

<https://www.facebook.com/blogstermind/?fref=ts>

<https://www.instagram.com/blogstermind/>

https://twitter.com/blogstermind_

Dark Polo Mag: trap music and fashion

<https://www.facebook.com/Dark-Polo-Mag-611088855761422/>

<https://www.instagram.com/darkpolomag/?hl=it>

Previous collaborations: tech, vr, ir, museums and art

<https://www.facebook.com/projectARMapp/?fref=ts>

<https://www.facebook.com/keyartapp/?fref=ts>

<https://www.facebook.com/tweaknology.org/?fref=ts>

EDUCATION

MBA in Marketing and Management, University of Catania (Italy) - EQF level 9 - 2014/2016 - Degree mark: 103/110

Subjects studied: Micro and Macro Economics II, International Marketing, Accounting II, Management, Statistics for business, Economic Policy, Markets Regulation, Territorial Marketing, Business Models, Law (Commercial, Private Law, Private International Law), History and Geography, Start-ups models, Business Planning.

Thesis: SHARING ECONOMY AND CANVAS PRINCIPLES: “Canvas approach applied to the sharing economy business models”. A 105 pages paper, entirely written in English, structured in two sections. In the first part, I analysed all the characteristics of the sharing economy. In the second, I investigated Airbnb, Blablacar, Kickstarter and Cortilia’s business models by using the Canvas approach. This method allows to divide each business model in 9 units, specifically called building blocks, in order to better understand how a business works, and how it can be improved.

Bachelor's Degree in Business Economics, University of Catania (Italy) - EQF level 6 - 2011/2014 - Degree Mark: 100/110

Subjects studied: Maths, Statistics, Macro and Micro Economics I, Statistics, Marketing, Management, Technology and Innovation, Commercial Law I, Private Law I, Fiscal Law I, History, Tributary Law, Business English, Accounting I, Finance, Bank regulation, Tourism.

Thesis: "MCDA Multicriteria Decision Aid, a multicriterial method for the analysis of the customer satisfaction", focused on statistics, maths, management and customer satisfaction control.

Universidad de Vigo (Erasmus) Grado en Administración de las Empresas, Administración y Gestión, 2014 – 2015

I lived in Spain for 14 months thanks to an Erasmus Scholarship. I attended a one year course at the Economics Department of The University of Vigo, I also worked as junior export consultant at Atlanta Foreign Trade Inc. during the same period.

Liceo Classico Ruggero Settimo di Caltanissetta - High School Diploma, 2006-2011 - Diploma mark:100/100

Subjects studied: Italian literature, History, Science, Biology, English, ancient Greek language, ancient Latin language, Maths.

