

EDUCATION

- 2019 – 2022** **Alma Mater Studiorum – University of Bologna**
[Stats&Maths Bachelor Degree](#), full English course
- 2014 – 2019** **Luigi Galvani High School**
[Brocca](#) Scientific International Studies
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BUSINESS EXPERIENCE

- 2024** **2Night, San Francisco, United States**
Nightlife Social Network
Founder
- Built an MVP from scratch, and drove its go-to-market strategy achieving 300 subscribers on launch weekend.
 - Hired and led a full team, overseeing operations, marketing, communications, and business development, growing the project from MVP to a \$1M valuation.
 - Secured 20+ cross-promotional partnerships with SF venues and DJs, which led to 4000 users in the first month.
- 2023 - 2024** **Kresus Labs, San Francisco, United States**
Web3 Wallet Provider
Chief Marketing Officer
- Promoted to CMO just months in, leading a pivotal product shift that delivered the same volume of organic downloads in one-third of the time, with a 70% more efficient budget.
 - Drove 800,000 post impressions, achieving a 1350% increase over the previous period.
 - Led high-profile co-marketing campaigns with prestigious partners, including Christie's, Sotheby's, KPMG, Thomas Keller Restaurant Group, and WorldCoin.
- 2022 - 2023** **Neffet, Milan, Italy**
Web3 Solutions Startup
Associate
- Managed the social presence for Peninsula, a renowned Italian swimwear brand, to promote the release of their NFT collection.
 - Increased Twitter engagement by 130% by allowing minting and sending the NFT via Ethereum Name Service (ENS) infrastructure.
 - Evaluated Own to Earn benefits, increasing daily mints by 50% by identifying and implementing features collectors truly valued.
- 2021 - 2022** **AgBlox, now iClerk, San Francisco, United States**
Artificial Intelligence Startup
Intern
- Supervised a three-people-team feeding data to a knowledge graph on cryptocurrencies, their teams and investors.
 - Build a Python script correlating stock prices of S&P500 companies with queries on Google which improved the AI investment model's precision in identifying market trends, leading to an 8% increase in overall profitability.
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ADDITIONAL INFORMATION

- R and Python programming languages, knowledgeable in HTML and CSS
- Manage an NFT collection valued at a few hundred thousand dollars
- Achieved Maths, Physics, Biology and Geography Cambridge International Assessments
- Took part in a 1-month life-changing volunteer experience in an orphanage in Tanzania
- Advised a high-net-worth client on a multimillion-dollar acquisition of an NFT collection.
- Tracking and analysing daily personal data to statistically optimise productivity and mood.

Languages: **Italian (native), English (C1), French (B1)**
Nationality: **Italian**