

# Giuseppe Boinega



📍 Pregnana Milanese (MI), Italy.

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## Education

### Online courses and books

Over the past years, I completed various self-directed online courses and read extensively on topics such as:

- Computer science & programming
- Online marketing, email marketing & funnel.
- Startups
- Youtube channel, Facebook and Amazon ads.
- Personal Development

Some courses i took are:

- Technology Entrepreneurship: Lab to Market (Harvard University on edx.org)
- How to Build a Startup (Steve Blank course on Udacity)
- How to Start a Startup (startupclass.samaltman.com)
- Cold Email and B2B Lead Generation (Alex Berman)
- Notion Mastery (Marie Poulin)
- How to Organise Your Workflow to Maximise Productivity (Ali Abdall)
- Crash Course Computer Science (CrashCourse on YouTube)
- Java Developer (Bitcamp)

## Professional Experience

### .NET Junior Full-Stack Developer,

Mega System srl 📄

01/2025 – present | Bareggio, Italy

I utilize .NET technologies daily, leveraging C#, Blazor, and MudBlazor to develop dynamic, responsive applications.

### Java Developer Course

04/2024 – 07/2024 | Pregnana Milanese, Italy

I took a certification as Java Developer (Link Course 📄 ) where I enhanced my programming skills, focusing on:

- Html, css & Bootstrap
- Javascript
- Java
- MySql

### Learn how to code

11/2023 – 04/2024 | Pregnana Milanese, Italy

During the past years, I watched from time to time some computer science and programming videos, but I never really learned to code, so i decided to take some time to improve this skill.

I started watching different online course about Html, Css, and JavaScript and then went to Sass, Bootstrap, NodeJs & React.

### Founder, Smart-pen Start-up

04/2023 – 09/2023 | Pregnana Milanese, Italy

- Conducted market research, developed a business model canva and future financial forecast.
- Talking with customers face-to-face and cold outreach campaign to validate the product and needs of potential customer.
- Creating pitch deck.
- Finding reliable supplier.
- Get information about IP & how to protecting it.
- and much more...

\*You can check-out my pitch deck here 📄 .

### Director & Founder, Book Loop LTD

07/2020 – 07/2022

Dubai, United Arab Emirates

The Company is specialized in selling ebooks, books, and audiobooks online. Especially on platforms such as Amazon and Audible but also in other retailers online.

In a nutshell, the company does:

- and many more...

Some books I read are:

- \$100M Offers: How To Make Offers So Good People Feel Stupid Saying no (Alex Hormozi)
- Scrivere Per Vendere (Marco Lutz)
- High-Performance Habits: How Extraordinary People Become That Way (Brendon Burchard)
- Your Next Five Moves: Master the Art of Business Strategy (Patrick Bet-David)
- Crucial Conversations Tools for Talking When Stakes Are High (Kerry Patterson)
- The Almanack of Naval Ravikant: A Guide to Wealth and Happiness (Naval Ravikant)
- Principles: Life and Work (Ray Dalio)
- and many more...

**High school,** *Alberghiero G.Celli di Piobbico*  
09/2012 – 07/2017 | Piobbico, Italy

## Hard Skills

### Standard Tools

Google Suites & Office 365 (Excel, Word, etc...)

### Productivity and Planning

Notion, Miro, Coda & Airtable

### Design & Presentation

Canva, PowerPoint, Miro, Xmind, PowerBI & tableau

### Ecommerce

Shopify

### Email Marketing

Lemlist & Hubspot

### Automation

Make

### Coding

Html, Css, Sass, Bootstrap, Javascript, Java, Sql & React.

- **Market Research:** searching for keywords with high traffic and low competition, Deep research into the keyword selected, and analyzing the competition.
- **Create a Product:** ebook, book, and audiobook creation, which includes book production, description, cover, narration, etc...
- **Publishing:** Launching the product on Amazon, generating the initial sales, and gathering reviews.
- **Advertising:** activating and managing Amazon Ads.

I hired a virtual assistant and taught her a few things about the business to help me manage repetitive tasks, speak with freelancers, etc... every step of the Ebook creation was delegated to a specific freelancer, so for example, the cover was made by a designer, the description was made by a copywriter, and so on...

We were creating multiple books at the same time so this implied hiring different freelancers and teaching them our standards, staying in touch, and making sure the final delivery was good.

I moved to Dubai in April 2021, after I moved I stopped producing new books because I focused more on transforming my life, building systems with Notion, and studied more about Start-ups & Ecommerce, Cryptocurrency, and Web3.

### Director & Founder, GBSP LTD

2019 – 2020

### Chef of the first courses, Hotel Universal

05/2019 – 09/2019 | Cattolica, Italy

### Sous Chef & Chef for Team Tech3 (Moto GP), Severino & Son

05/2018 – 11/2018

- I traveled Europe, since I was moving for every race.

### Appetizer Chef, Al Duca

01/2018 – 04/2018 | London, United Kingdom

### Erasmus Valencia,

*In 1 month I worked in 3 different restaurants*

07/2017 – 08/2017 | Valencia, Spain

## Soft Skill

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Quick learner

Team player

Time management

Work ethic

Analytical skill

Problem solving

Growth mindset

## Responsible buffet and second plates,

*Hotel Astoria*

2015 – 2017 | Cattolica, Italy

Summer Job.

## Chef Assistant, *Mulino Della Ricavata*

2014 – 2017 | Urbania, Italy

Job during weekend winters

## Languages

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### Italian

*Mother tongue*

### English

*C1*