Giuseppe Boinega

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Education

Online courses and books

Over the past years, I studied different online courses on my own on these subjects:

- Computer science & programming
- Online marketing, Email marketing, funnel & private label.
- Startups
- YouTube channel manager, FB ads, Amazon ads.

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)
- Equity 101 Course (Carta.com)
- Notion Mastery (By Marie Poulin)
- How to Organise Your Workflow to Maximise Productivity (Ali Abdall)
- Crash Course Computer Science (By CrashCourse)
- and many more...

Some books I read are:

- High-Performance Habits: How Extraordinary People Become That Way (Brendon Burchard)
- Your Next Five Moves: Master the Art of Business Strategy (Patrick Bet-David)

Professional Experience

Studying programming languages

11/2023 – present | 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.

In the past few months, I started coding different programming languages such as HTML, CSS, and JavaScript and then went to Sass & React.

Founder, *Smart-pen Start-up*

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

- Doing market research
- Working on business model Canva
- Talking with customers and cold outreach
- Creating pitch deck
- Finding reliable supplier
- Get information about IP & protecting it.
- and much more...

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:

- **Market Resource**: 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...
- **Lunch:** Lunching the product on Amazon, generating the firsts 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...

- Crucial Conversations Tools for Talking When Stakes Are High (Kerry Patterson)
- Sapiens: A Brief History of Humankind (Yuval Noah Harari)
- $100M Offers: How To Make Offers So Good People Feel Stupid Saying no (Alex Hormozi)
- The Almanack of Naval Ravikant: A Guide to Wealth and Happiness (Nval Ravikant)
- Principles: Life and Work (Ray Dalio)
- and many more...

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

Hard Skill

Google Suites, Office 365 (Excel, Word, etc...), Notion, HTML, CSS, Javascript, Sass, React, Bootstrap, Shopify, Xmind, Airtable, Coda, Canva, Lemlist, Make.com, Power BI, Tableau

Soft Skill

Quick learner

Team player

Critical thinking

Entrepreneurial mindset

Growth mindset

Problem solving

Analytical skill

Time management

Work ethic

Interests

Build databases on Notion, play football., Improving my programming skills.

We were creating multiple books at a 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 on transforming my life and building systems with Notion, and studied more about Start-up, 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

Responsable 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

Italian
Mother tounge

English
C1