

TOM FERRARI

Italian

Chief Technology Officer | Full Stack Developer AI & E-commerce Expert

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PROFESSIONAL SUMMARY

Results-driven CTO with 5+ years of experience leading technical teams and scaling e-commerce platforms to €1M+ monthly revenue. Expert in AI-powered automation, performance optimization, and data-driven growth strategies. Proven track record of improving conversion rates, page performance, and organic search visibility through technical excellence and cross-functional collaboration.

KEY ACHIEVEMENTS

Monthly Revenue Managed: **€1,000,000+**

Page Speed Improvement: **40% faster**

Organic Traffic Growth: **+25% YoY**

Monthly Ad Spend Managed: **€500K+**

Conversion Rate Increase: **3%**

Team Size Managed: **8+ people**

Keywords Ranked (Page1): **100+**

ROAS Improvement : **+35%**

PROFESSIONAL EXPERIENCE

CTO | ECP Agency & The Cocoa Circle

February 2023 – Present

- Lead dual CTO responsibilities across two companies, managing team of 8+ and coordinating external agencies
- Architected e-commerce platforms generating €1M+ monthly revenue with 3% conversion rate improvement
- Reduced page load time by 40%, achieving 'Good' Core Web Vitals scores across all properties
- Pioneered AI integration (Claude, GPT-4, Gemini) reducing manual work tasks by 60%
- Achieved first-page rankings for 150+ keywords; improved organic traffic by 25% YoY
- Collaborated on €500K+/month ad campaigns (Meta, TikTok, Pinterest), improving ROAS by 35%

Full Stack Developer | ECP Agency

February 2022 – Present

- Developed responsive websites using React, Tailwind CSS, Shopify themes customisation for e-commerce and non.
- Built custom Shopify and WordPress solutions; implemented CI/CD pipelines reducing deployment time by 70%

TECHNICAL SKILLS

Frontend: React, Next.js, TypeScript, Tailwind CSS

Backend: Node.js, REST APIs, GraphQL

AI Tools: Claude Code, ChatGPT API, Gemini, Perplexity

Analytics: Google Analytics 4, Hotjar

PM Tools: Monday, Jira

E-commerce: Shopify, WooCommerce, WordPress

Mobile: Flutter, React Native

SEO Stack: SEMrush, Ahrefs, Screaming Frog, Google Search Console

DevOps: Git, GitHub Actions, Vercel, Netlify



I LIKE RUNNING AMONG OTHER THINGS THAT DON'T FIT