ALFONSO FLORIO

SOFTWARE ARCHITECT
CREATIVE TECHNOLOGIST
LEAD DEVELOPER

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ABOUT ME

A tech guru and self confessed digital nerd, I've created digital engagement tools for award winning events from Dublin to Qatar, Manchester to Mumbai. For brands and rights holders as diverse as **Barclays, Vodafone, EDF Energy**, the **NFL** and **Tesco**.

I specialise in creating bespoke technologies that engage consumers at events and amplify via social media. But whatever the focus of your company, you can benefit from my **mission critical approach to work**.

My work and that of my team has **won numerous international awards** and recognition and has achieved amplification of campaigns that largely exceeds the standard 175 impressions per published post.

Nothing gives me greater pleasure than seeing the end result of late night programming coming to life in a moment of joy when a consumer engages with one of my creations.

BACKGROUND

An **award winning software architect, creative technologist, and experimental artist** with over **20 years of expertise** In advertising, media and marketing. My focus is mainly on digital, but experience spans across software, television, design and experimental art.

My **interdisciplinary approach** always brings fresh ideas to the table, and **I can play a key role connecting creatives with technologists** to make ideas reality.

STRENGTHS

- Seven years in experiential marketing
- Good team manager
- Multi disciplinary / artistic background
- Bridges the gap between technical and creative
- Guarantees excellence in high pressure situations
- Designs and delivers mission critical / fail safe solutions
- Thinks outside the box and brings fresh ideas
- Making technology simple for the consumer
- Neapolitan passion for ideas

SKILLS

- Mobile and web developer
- Wireframing / UML / software design
- Excellent interpersonal skills, can lead a small team of developers / designers
- Design and build network of computers for live events
- Network & Customer data Security: Proficient with vulnerability assessments and familiar with penetration tests
- Authentication & Access Control - for both online (booking systems, customer registrations) and live environments (check in / crowd   N management etc)
- Good knowledge of servers, Linux and Windows
- Physical computing. Can interface computers with sensors / lights / motors
- Integration of biometric devices and rfid. For crowd management, user engagement and social media amplification
- Proficiency with analytics. Google Analytics - Facebook insights - Custom tailored systems. From both technical and data mining perspectives
- Integration of sms/mms into digital campaigns
- Familiar with email campaign and mass mailing
- Use and integration of the major social networks. From both technical and human sides.

- Familiar with audience measurement software
- Deep knowledge of streaming video/audio
- Graphic design background, proficient with the Adobe Suite

INTERESTS / HOBBIES

- Photography and visual design
- Interactive installations
- Digital DJing

PAST EXPERIENCE - UK

November 2007 - October 2014
Wasserman Media Group - formerly Ignite Europe LTD

Role: Consultant Lead developer – Consultant Director of software architecture

Responsible for the vast majority of digital campaign elements, their planning, creation and integration on site.
Core skills: Briefing, Ideation, Creative Technology (proposing solutions), budgeting, team building, production, hardware integration, activation and delivery, post event reporting and data analysis.
Clients including: Sky, Vodafone, Tesco, EDF, Nike, New Era, Barclays, The FA

PAST EXPERIENCES - ITALY

January 2006 – July 2007
Andalemono s.r.l.

Role: project manager - lead developer

Organizing and optimizing all the various activities of the company. Designing and developing rich internet applications. Problem solving.

January 2005 – December 2000
ItaliaLavoro spa - Omniamedia scpa

Role: lead programmer

Optimized the workflow of Online Courses developing by programming a SCORM-compliant WBT editor. Common e-learning programming: courses, slides, quizzes.

November 2007 - October 2014
Telecom Italia s.p.a. / Enel s.p.a.

Role: multimedia developer - multimedia design tutor

Responsible of design and coding of internal and external e-learning products. I was also teaching classes of web design (from 5 to 20 attendants)

PORTFOLIO AVAILABLE ON REQUEST
(confidentiality constraints)