

# LUCA INNOCENTI

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## SUMMARY

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Now I'm leading a team of Magento developer to create wonderful eCommerce, helping our customer to let shine their products.

– Your eCommerce doesn't convert enough visitors? – Your funnel doesn't direct enough customers to buy? In this 4 years of eCommerce I had a lot of situations like that, but enhancing: - categorization - usability - customer awareness is possible to improve conversions.

I believe in continuous projects improvement and that every goal is reachable with focused work and details attention.

The thing that I love the most is analyze problem and find innovating and fitting solutions.

Do you want to talk with me about your projects? Contact me, will be a pleasure.

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## SKILLS

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PHP	Web Development	E-commerce
Java	jQuery	Web Services
JavaScript	Magento	Apache
Web Applications	HTML	Web 2.0
SEO	Subversion	Programming
MySQL	User Experience	Online Marketing
CVS	JSP	Usability
Advanced CSS	SOA	Creative Ideas
Creative Marketing Solutions	CMS	CSS
JSON	SQL	UML
Online Advertising	MVC	SOAP
SEO basics	PostgreSQL	Stored Procedures
DWR	Wordpress	Basic Photoshop
Struts	Zend Framework	AJAX
Front-end Development	Database Design	Nginx

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## EXPERIENCE

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### Sintra Consulting

09 / 2011 - Present

*Frontend Developer & Ecommerce Magento chief developer*

I'm managing a team of 6 people working on Magento and making the best eCommerce

### CDC Point spa

07 / 2010 - Present

*Consultant for CDC spa*

Integration of interhosting with Microsoft CRM and develop of connection between CRM and NIC/Domain provider API.

Optimization of customer experience on e-commerce.

**Sintra Consulting**

05 / 2007 - 09 / 2011

*Web developer Java and Php*

Working on web product development (1MinuteSite, Infarmacia etc ) and Websites.

**Interfree**

03 / 2009 - 12 / 2010

*Developer for www.interhosting.it*

Develop of the interhosting platform in PHP + WebService + Perl + Postgres stored procedures. Interhosting is an Italian hosting platform linked to Interfree web network and CDC spa's property.

**Unicredit Global Information Services**

10 / 2008 - 12 / 2008

*Java developer*

I worked on the project ARENA.

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**EDUCATION**

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**Università degli Studi di Firenze**

2002 - 2007

*105 , Computer Science***Liceo Scientifico**

1997 - 2002

*86/100 , English, Philosophy*

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**INTERESTS**

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music, scouting, swimming, programming, SEO, project management, cooking, playing bass, playing guitar, theater, martial arts

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**ASSOCIATIONS**

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Agesci

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**LANGUAGES**

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**Italian** ( Native or bilingual proficiency )

**English** ( Professional working proficiency )

**French** ( Elementary proficiency )

**Spanish** ( Elementary proficiency )