

Francesco Giannelli

MarTech at Partner Solution Srl

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Summary

Expert on Technology applied to marketing and business management, I worked as IT manager for the leading italian travel companies.

At the moment, co-founder and project manager at Partner Solution, IT company providing marketing and ERP web-based solutions to small/medium enterprises operating on business travel and tour operating.

Dynamic and decisive person with initiative, engaged, with responsibility and capacity for teamwork, I'm always looking for new business scenarios, mixing new knowledge and new business goals.

Specialized in database and UI design, I was recently involved on 2 innovative projects of local marketing with native APP: Squisy and MiPiacy.

2 easy-to-use mobile app to discover every day last minute localized deals.

I worked on functional analysis, DB design, REST API definition, driving and coordinating a team of several people developing in .NET MVC, Javascript, HTML5, iOS, Android environments.

Experience

MarTech at Partner Solution Srl

2009 - Present

- Understand the demographic makeup of a specific target audience
- Design targeted content and post it on blogs and websites
- Design targeted messaging
- Test, fail and learn until get messaging right
- Evaluate the results of campaign efforts with the analytics provided by the digital platforms
- Design and purchase a geo-targeted messaging campaign
- Revise messaging and adjust digital media budget accordingly

IT Manager at Partner Solution Srl

November 2009 - Present

WMWare

VM management
VM storage upgrade
VM startup and configuration

Senior Software Consultant
November 2009 - Present

Senior Software Analyst
November 2009 - Present

Software Designer
November 2009 - Present

Trainee
November 2009 - Present

Co Founder and Chairman at Partner Solution Srl
November 2009 - Present

Co-founder
November 2006 - Present

Exacta was born in 2006 as a services company. In 2009, after acquiring Partner Solution, we started to switch software and accounting help desk service into a more structured consultant service. Today, we're among the first consultant company specialized in tourism industry. Creating Exacta allowed me to leap into the role of full-time entrepreneur, managing all issues about new company's start-up, getting involved about calls for founding, relationships with banks and suppliers, as operative role, acting as product designer.

Skills:

Functional Consultant
November 2006 - November 2009 (3 years 1 month)

Responsibilities

- Develop test plan per product requirements and functional specifications for assigned areas, functionality and features
- Design test cases and test procedure documents per defined test plan
- Review the test cases with development and SQA team for final sign off
- Develop test execution procedure in the test management system

- Execute the tests during test cycle per test procedure document and record the test results in the test management system
- Submit bugs for the failed tests in the bug tracking system. Provide all the logs, traces, error messages and also expected and actual results of the tests
- Verify the bug is fixed when the fix is made available, update the test results and also close the bug
- Participate in the test cycles of Product releases. Complete the test tasks per release schedule
- Responsible for product functional, system level and use cases testing
- Responsible various devices Interoperability testing with various external and internal devices, drivers, SW modules and applications whatever necessary

Skills

- > BA degree in accounting and more than 10 years accounting experience
- > Experience with accounting systems
- > Strong computer skills (especially Excel and SQL data mining)
- > Excellent planning and communication skills
- > Results oriented and meets deadlines
- > Organized, manages time well, and can handle multiple tasks at one time
- > Attention to detail, data integrity, and accuracy
- > Ability to work with limited supervision
- > Self-motivated and a quick learner

Software Analyst at Welcome Travel Group S.p.A.
September 2003 - December 2006 (3 years 4 months)

Software Consultant at Welcome Travel Group S.p.A.
September 2003 - December 2006 (3 years 4 months)

Education

Università di Pisa

Bachelor, Business Administration and Management, General, 2013

Università degli Studi di Perugia

Bachelor of Commerce (BCom), Economics, 1996 - 2001

Activities and Societies: Specialization in Tourism Business Management

Honors and Awards

Squisy.it - First place at All In(n) - Italian Young Innovators Contest, Technical Director for Travel agencies

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[Contact Francesco on LinkedIn](#)