

# PIERO TAGLIAPIETRA



## Age

26, born 21st april 1984

## Marital Status

Engaged

## Address

Desenzano del Garda, Bs, Italy  
Via Grole 10, 25015

Mail [piero@tagliapietra.net](mailto:piero@tagliapietra.net)

Skype pierotaglia

Mobile +39 328 833 05 38

## Education

2009 Master Degree in Semiotics

2006 Degree in Communication  
Science (Semiotics)

2003 High School Diploma  
(classical studies)

## Skills

Effective Communication  
Communication Analysis  
Understanding of cultural changes  
Analysis of complex systems  
Business Communication  
Corporate Image definition  
Definition of Vision, Mission, Values  
and USP  
Social Media Strategy  
Marketing

## Website

<http://www.tagliapietra.net/piero>

Personal Blog

<http://pierotaglia.blogspot.com>

Professional Blog

<http://pierotaglia.wordpress.com>

## Social Network

Mainly Active on  
FriendFeed  
Facebook  
Linkedin

## Summary

I'm 26 years old and I have a master degree in Semiotics (study of signification/communication processes): understand how people give meaning to things and how interpret the various messages has always fascinated me.

I'm **active on main and minor social networks** from 2006, with a constant presence, sharing and talking, because I believe that **trust is the fundamental value** to build strong online relationships and gain influence and a good reputation: in these years I learned how to convey messages and values effectively to help companies developing their identity.

I'm always **positive and optimistic** and I really like to work in team with different people thanks to my ability to mediate without giving up responsibility for the outcome, which is another special quality of my personality.

While working on a project I will not limit myself just to my formal area of expertise, but I will also do all the necessary activities: **if something does not work, I act to try finding the solution.**

From my experience in sports and as effective communication expert I know that targeted work leads to measurable results over time (in the first six months in Gym Flexing I tripled the number of members of my classes) and I have learned to **drive other people with my leadership and listening skills.**

## Career goal

The opportunity to develop new skills and expand my understanding of the communication process and strategy, cultural phenomena, and the impact of new technology: Three factors that impact innovation and affect a company's image and mission.

## Key Skills

### Communication Analysis - The advantage of coherent identity

I am able to perform accurate analysis on any type of text, ( ADV, website, movie, pictures). I can tell if the message actually sent is in line with expectations and if not what changes are necessary to achieve them. I can analyze if the instruments used are functional to create a consistent brand identity

### Complex system analysis - The advantage of understanding

During my studies I developed strong analytical and structural analysis skills: I am therefore able to assess the various components of a project or a cultural phenomenon, break it down in minimum terms and find what are the relationships that connect the single elements and allow its working.

### Corporate Image Analysis - The advantage of the objectivity of values

Define what is the real image of the company and, where appropriate, redefine the foundations of the new positioning. Analyze whether there is a real correspondence between Vision, Mission, Values and proposed and the corporate communication and, where needed, collaborate for a rewriting of these elements.

### Business communication - The advantage of good reputation

I am very at ease on stage and speak to an audience of people do not shake me. I take care of every aspect of the presentations that I do because I believe that communication is complex and requires special attention. My instructor certifications attest that I have a special ability to explain and teach that it is always source of great satisfaction for people who hires me.

### Social Media Strategy - The advantage of a successful planning

Communication is the most important task that a company can undertake, the basis on which you decide life or death of the Brand, the action that can determine its survival or extinction. For this reason it is an activity that must be reasoned and analyzed. I am able to define objectives evaluating costs, opportunities, threats and choose the optimal strategy to achieve the target.

## Languages

Mother Tongue: **Italian**  
Other Language: **English (c1)**  
**French (b1)**

## Computer skills

Excelent knowledge of Mac OSX,  
iWork, iLife  
Excelent knowledge of Windows  
OS, Office  
Excelent Knowledge of main and  
minor Social Media

## Honors and Awards

Black Belt in Tai Ji Quan  
Black Belt in Mei Hua  
Martial Art Instructor  
Various medal in martial art  
competition (local and national  
level)  
FIF instructor  
Thater experience in high school:  
management of voice and body on  
stage  
Several periods abroad, especially  
in the U.S. and Australia.

## Experience

- November 2009 – Present **Internet PR at HAGAKURE**  
(Public Relations and Communications industry)  
Content management, corporate blogging, community management, brand  
conversation analysis, activities report and events management. Focus on Media and  
Telco
- June 2010 – July 2010 **Effective Communication Expert (freelance) at Exeura S.r.l.**  
(Information Technology and Services industry)  
Definition of Vision, Mission, Values and USP, Tone and Style, Metaphors and  
Iconography as well as effective website analysis. Held seminar regarding how various  
social media impact communications.
- April 2010 – June 2010 **Effective Communication Expert (freelance) at Doc Servizi**  
(Music industry)  
Online competitors benchmark analysis. Definition of Vision, Mission, Values and USP,  
Tone and Style, metaphors and iconography. Copywriting. In-depth website analysis.  
Conducted seminar regarding techniques to face new challenges, branding, social  
networking strategy.
- February 2010 - June 2010 **Effective Communication Expert (freelance) at CRS4**  
(Research industry)  
Online competitors benchmark analysis. Definition of Vision, Mission, Values and USP,  
Tone and Style, metaphors and iconography. In-depth website analysis. Conducted  
seminar regarding social networking strategy. Analysis of the new logo; assisted in  
development of website to be implemented.
- 2009 **Speaker at Usercamp**  
“The naked user: a small journey trough design and Social Media”.
- 2009 **Speaker at Tesicamp**  
“Online Customer Care: new frontiers of web communication”.
- 2009 **Speaker at Veneziacamp**  
“Identity and Culture: how the web influences the perception of the individual and  
company”.
- September 2006 – June 2009 **Personal Trainer at Palestra Flexing** (Sports industry)  
I followed and trained more than 200 customers, establishing a solid relationship of  
trust, learning to listen to requests of people, finding ways to motivate them and help  
them to

## Education

- **2009** Bologna University, **Master Degree in Semiotics**; Final Evaluation 104/110.  
Dissertation Title: “Online Customer Care: new frontiers of web communication”. ( available  
in PDF on [www.tagliapietra.net/piero](http://www.tagliapietra.net/piero))
- **2006** Bologna University, **Degree in Communication Science** (Semiotics); Final evaluation  
104/110.  
Dissertation Title della Tesi: “Values communication in Information Security ADV ”.  
(available in PDF on [www.tagliapietra.net/piero](http://www.tagliapietra.net/piero))
- **2003** Liceo Bagatta di Desenzano del Garda, High School Diploma, Final evaluation 78/100.