

Piero Tagliapietra

Via Grole 10, 25015, Desenzano del Garda, BS, Italy - +39 328 833 05 38 - piero@tagliapietra.net

Career goal

The opportunity to develop new skills and expand my understanding of the communication process, cultural phenomena, and the impact of new technology.

Key Skills

- Communication analysis
- Complex system analysis
- Corporate Image analysis
- Business communication
- Social Media Strategy

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 through 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 achieve their goals.

Education

- 2009 Bologna University, **Master Degree in Semiotics**
- 2006 Bologna University, **Degree in Communication Science** (Semiotics)
- 2003 Liceo Bagatta di Desenzano del Garda, High School Diploma in Classical Studies