

Curriculum Vitae



Gisella Gallenca

Born: March 7th, 1981 | City: Torino, Italy | Nationality: Italian

Education

Master Degree in Multimedia and Mass Communication (2004 – 2007)

Università degli Studi di Torino (University of Torino)

Via Verdi 8, 10124 Torino, Italia

Degree achieved with rating 110/110. My final dissertation was a multimedia project and research based on the approach of User Centered Design and applied to the TV production area.

Bachelor Degree in Communication (2001 – 2003)

Università degli Studi di Torino (University of Torino)

Via Verdi 8, 10124 Torino, Italia

Degree achieved with rating 106/110. My final dissertation was a research about semiology applied to the media field.

High School Diploma (1996 – 2000)

Istituto Salesiano Valsalice

V.le Thovez 37, 10131 Torino, Italia

Degree with and emphasis on humanities.

Languages

Italian (mother language), **English** (fluent, spoken and written),

Computer

Software

Dreamweaver, Flash, Fireworks, Photoshop, InDesign, Illustrator, Premiere; Eclipse Development Suite
Microsoft Office Suite, Email, Web Browsers, Calendar and Agenda functions

Operative Systems

Advanced in Windows and Macintosh

Server Technologies

Linux, Apache, mySql, PHP

Programming Languages

HTML5, CSS3, Javascript, PHP; experience in jQuery, Less, Bootstrap, HTML5 per i video, Angular, responsive websites, Phonegap/Apache Cordova, JSON and REST API.

CMS

Drupal, Joomla, Wordpress (advanced both for web development and web management)
Confident in working on any CMS.

Work

Independent Web Consultant (from January 2015)

TamagoLab by Gisella Gallenca – Torino, Italy

Web Consultancy Studio

Technical support (web design / web development) for the implementation of web marketing strategies for companies based in Italy (Ribes Solutions, Consoft Group, Seri Jakala) and dealing with national and global clients (eg. Telecom Italia, Carrefour, Samsung, Unicredit, Enel, Sanpaolo, Volkswagen, Vodafone...). I also work with clients from abroad. The skills that are mainly required are: web design, UI/UX design, Drupal and Wordpress web development, web marketing automation, social media.

Web Consultant for the European Union (April 2016)

Consortium SAFEGE-Prospect-ADETEF-Eco, Gulledele 92, Brussels, Belgium

Contractor of European Union

During a mission to Accra (Ghana), a web portal has been created for the governmental organization Environment Protection Agency. The specific request was to have a back-end process to manage and facilitate collection, selection and publishing of news, that could be easily used by non-technical staff. Drupal has been used as platform for this project.

Web Consultant for the European Union (November 2014)

Consortium SAFEGE-Prospect-ADETEF-Eco, Gulledele 92, Brussels, Belgium

Contractor of European Union

During a mission to Pemba (Zanzibar Archipelago), I created a web/SMS platform for the dissemination of information about the projects run by the NGO Community Forests International. The CMS Drupal and the SMS gateway Telerivet have been used.

Freelance Web Designer (June – October 2014)

Dar Es Salaam, Tanzania

I worked as freelance for several months, and I developed websites for private companies related mainly to tourism and real estate / constructions.

Twenty4 Brand Communication (November 2011 – July 2014)

Village Walk, 2nd floor opp. SeaCliff, Masaki, P.O. Box 105734, Dar Es Salaam, Tanzania

Advertising agency

Main responsibilities:

- web design and development
- web writing and copywriting
- maintenance and restyling of websites
- SEO and web marketing strategies
- hosting and domains administration
- creative concepts creation
- projects coordination

Main achievements:

- Over 20 clients acquired during my collaboration with the company
- In one year, the activity of the web department has become a regular and consistent source of income for the company
- Projects for different types of clients – Government, banks, NGOs, entertainment, foreign investors and tourism

Swahili Fashion Week (March 2011 - November 2011)

Plot 48B, Drive Inn, Namanga, P.O.Box 10684, Dar Es Salaam, Tanzania

Fashion event

Main responsibilities:

- update, maintenance and monitoring of websites
- web coverage during events
- web writing

Main achievements:

- I developed a multifunctional website for the 2011 edition of the Swahili Fashion Week and other related events
- I managed the full Internet coverage before and during the 2011 edition of the Swahili Fashion Week, with daily updates and live web broadcasting

Edizioni Esav srl (2007 – 2010)

Via Cavour 50, 10123 Torino, Italy

Publisher

Main responsibilities:

- Editor: production of editorials and interviews, video and other multimedia contents, management and update of the corporate websites, development of newsletters, collaboration in upcoming web publishing projects, brand circulation on social networks, community management, data entry and update of images, contacts and other materials in the company's archives.
- Web Marketing: management and update of the Company's ecommerce system, planning and development of web marketing campaigns, development of promotional web pages and newsletters, collaboration in the development of special offers for web customers.
- Web Management: drawing up of monthly reports about the web department's activities, monitoring of the Company's website visibility on the main search engines, monitoring of access data using Google Analytics, relations with web partners and suppliers, consultancy about the purchase of IT services and copyright / privacy issues for the websites.
- General support to internal communication and PR: development of keynotes, mock-ups and multimedia presentations for Director and CEO; production of briefings of general interest for all the employees of the company, especially about new activities of the multimedia department.

Main achievements:

- Consistent contribution (draft of the start-up strategy, selection of the web agency and facilitation in the relations with the external project manager, collaboration in the design of the user interfaces, collaboration in the definition of the editorial plan, production of articles, daily check of deadlines and achievements) in the launch of a network of websites related to hairstyling and beauty: 2 portals for professionals (<http://www.estetica.it/> and <http://www.allure.it/>), 2 web magazines for consumers (<http://capelli.estetica.it/> and <http://bellezza.estetica.it/>), 1 ecommerce platform (<http://ecommerce.estetica.it/>), blog and other social media campaigns.
- Involvement in the work about web and new media of colleagues working in different departments (publishing, sales, circulation, advertising brokering, administration and accountancy, human resources, business strategy, legal, etc...), thanks to regular and clear presentations about the ongoing works and progress.
- Contribution in the production of TV programs for Fashion TV and other satellite channels of the sector, mostly for the DVD authoring and broadcasting via web.

Corriere dell'Arte (2000 – 2010)

Piazza Zara 3, 10133 Torino, Italy

Local Magazine

Main responsibilities:

- writing of articles, reviews and interviews about theatre and dance, shows and personalities
- drafts review and proof reading

Esperimenta (oct/nov 2004 – sept/nov 2003)

Parco Michelotti, Corso Casale 15 , 10131 Torino, Italy

Popular/scientific park

Main responsibilities:

- didactic guide for schools

Other

Workshops & Training – July 2012

I held a lecture about web design at the St. Joseph College of Technology in Dar Es Salaam.

Articles & Research

“Back to the future: Continuity Affordances in interactive TV” by Roberto Montanari, Gisella Gallenca, Stefano Marzani, Rossana Simeoni, Monica Perrero, Agnese Vellar – Presented at CHI2007 Workshop in San Jose, California.

Voluntary Work in Tanzania

- TANZICT Innovation Hub (Dar Es Salaam / Tanzania, March – June 2012): I organized and facilitated six workshops about web design, introducing topics such as UI and usability, creative graphics and coding.
- L.IN.E.A. Ngo (Dar Es Salaam and Kilindi / Tanzania, July 2010 - March 2011): monitoring, evaluation and funding activities in a project dealing with primary education for women of the Maasai community in Kilindi District.

Hobby & Interests

Traveling and creative cooking.

Literature and cinema, technology, African and Japanese cultures, current affairs.

Info & Quotations

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Opening Time

From Monday to Friday ~ Closed during Italian public holidays

From 09.00 to 18.00 (CET)