

Luca Crecchi

## Innovation Project Manager | Brand Manager ITA



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 LinkedIn

Innovation Project Manager, esperto nella pianificazione di progetti di innovazione e docente di processi di sviluppo aziendali.

Docente accreditato in materia di Innovation Management e Project Management, specializzato nella pianificazione di percorsi di formazione aziendale e nella redazione di progetti di Risorse&Sviluppo.

Appassionato di Digital Innovation, UX e Digital Data Protection.

40 anni  
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## ESPERIENZE

### Innovation Project Manager

Stargate Consulting & Training - Da gennaio 2017



- ▶ Organizzazione, pianificazione e supervisione di progetti di innovazione, comprese le attività di formazione in Innovation Management e Project Management;
- ▶ Organizzazione, pianificazione e supervisione di percorsi formativi in materia di Innovation Management e Project Management, riferiti all'area Risorse&Sviluppo ed al contesto finanziario, culturale e operativo su base europea e sovranazionale;
- ▶ Sviluppo e gestione di progetti di istruzione e formazione aziendale nell'area Risorse&Sviluppo, finanziati dal Governo Italiano.

### Project Management Trainer

Stargate Consulting & Training - Da gennaio 2017



- ▶ Professional Project Management Teacher accredited by ASSIREP, Italian Association of Project Managers and Experts (accreditation according to the law 04/2013, reg. no. 937);
- ▶ Professional Project Management Teacher accredited by ISIPM (Istituto Italiano di Project Management - Italian Institute of Project Management), reg. no. 2372;
- ▶ Project Management Teacher:
  - ▶ In vocational training projects funded by the national fund FormaTemp (yearly average training hours: 200);
  - ▶ In educational and retraining projects funded by the national grant Fon.AR.Com. (yearly average training hours: 150);
- Innovation Management Teacher:
  - ▶ In vocational training projects funded by the national fund FormaTemp (yearly average training hours: 100);
  - ▶ In educational and retraining projects funded by the national grant Fon.AR.Com. (yearly average training hours: 80);
- Innovation Project Management Consultant and Trainer for italian private companies such as: Fondazione IDI (Istituto Dirigenti Italiani), Azimut Benetti spa, Apparound Italia srl, Aferpi Piombino spa.

### Brand Manager

Stargate Consulting & Training - Da gennaio 2017



- ▶ Spearhead and implement branding plans to grow business, by fostering community and B2B relationships and schedule marketing conferences based on the corporate value proposition;
- ▶ Identify, develop and evaluate marketing strategies based on knowledge of client objectives and market trends;
- ▶ Promote brand awareness through SEO optimization and attractive web design;
- ▶ Elaborate the standardization, design, and production of marketing materials;
- ▶ Analyze performance of all marketing programs to identify the best opportunities for optimization;
- ▶ Create sales strategies to promote advertising offerings and motivate larger deals;
- ▶ Managing new product and content releases;
- ▶ Writing creative and engaging briefs for internal and external agencies (copywriting);
- ▶ Providing information to potential clients by setting up social advertising campaigns aimed to lead generation.

### Managing Director | Brand Manager

KOMETA Group | Corporate Consulting - Da maggio 2015



- ▶ Founder and Managing Director.
- ▶ Web Designer.
- ▶ Graphic Designer.
- ▶ Brand Manager.
- ▶ Copywriter.
- ▶ Corporate Consultancy activity.

## Consultant Author



**IGF Web - Computer Forensics database - Da 2015 - Lavoretti - Turin - Italie**

- ▶ Consultant Author of Legal, Computer Forensic and Data Protection articles in the online review "IGF Web", developed by Ph.D Filippo Novario, University Professor and Advisor of Computer Forensics and Legal Informatics.
- ▶ The Opera is the first italian online database entirely concerned to the relationship between Information Technology, Law and Computer Forensics activity.

## Secretary General

**elsa**

The European Law Students' Association  
ITALIA

**ELSA Italy - The European Law Students' Association - Luglio 2016 a luglio 2017**

- ▶ Project Management activity: planning of funding projects aimed to realize conferences, seminars, traineeships.
- ▶ Human Resources management.
- ▶ Teaching activity in vocational education courses: Human Resources, Branding and Project Management.
- ▶ Fundraising activity
- ▶ Networking activity with partners and sponsor.

## Director for Human Resources Strategy

**elsa**

The European Law Students' Association  
ITALIA

**ELSA Italia - The European Law Students' Association - Settembre 2014 a settembre 2015 - Lavoretti - Rome - Italie**

- ▶ Human Resources management.
- ▶ Teaching activity in Project Management, Leadership, Human Resources management
- ▶ Editing of an "Human Resources Strategy Handbook".

## Secretary General | Vice-President Marketing & Public Relations

**elsa**

The European Law Students' Association  
PISA

**ELSA Pisa - The European Law Students' Association - Novembre 2013 a maggio 2016 - Lavoretti - Pisa - Italie**

- ▶ Project Management activity: Planning of funding projects aimed to realize conventions, seminars, conferences.
- ▶ Training in Project Management, Web Design, Graphic Design;
- ▶ Branding and Marketing activity;
- ▶ Human Resources management;
- ▶ Fundraising activity;
- ▶ Networking activity with partners and sponsor;

## Corporate Consultant | Brand Manager

**VILLAGE ITALIA**

**Village Italia s.a.s. - Ottobre 2013 a settembre 2014 - Lavoretti - Cecina (LI) - Italie**

- ▶ Consultancy activity aimed to export to foreign markets
- ▶ Legal advice (International Civil Law; International Trade Law).
- ▶ Web-design activity.
- ▶ Branding.
- ▶ Copywriting.
- ▶ Social Media Marketing activity.
- ▶ Director Marketing and Public Relations.
- ▶ Translation activity from Italian to English.

## Corporate Consultant | Brand Manager

**Armonia**  
FINANCIAL PROBLEMS SOLVING

**Armonia Consult S.r.l. - Novembre 2013 a settembre 2014 - Lavoretti - Florence - Italie**

- ▶ Consultancy activity aimed to promote Italian companies investments to foreign markets.
- ▶ Legal advice (Italian Corporate Law; International Civil Law; International Trade Law).

- Networking activity with professionals and business.
- Translation activity from Italian to English.
- Graphic Design.
- Web Design.
- Branding.
- Copywriting.

## IT Legal Consultant

**Legal Firm Zippel-Tosi-Faldi - Novembre 2013 - Lavoretti - Pisa - Italie**

- Legal advice on IT Law; Private International Law; Italian Corporate Law; Italian Trademark Law.
- Comparative analysis of foreign legislations.
- Networking activity with professionals and business.
- Translation activity from Italian to English.

## Corporate Consultant | Web Designer | Marketing Specialist



**Translation Agency TranslationCore - Maggio 2013 a luglio 2014 - Lavoretti - Santa Maria a Monte (PI) - Italie**

- Legal advice (Italian Civil Law; International Civil Law; Italian Corporate Law).
- Revision and proof reading of technical and legal translations.
- Legal, commercial and technical translation from Italian to English.
- Commercial promotion of the translation services offered by the Agency.
- Web Design.
- Graphic Design.
- Branding.
- Copywriting.

## Legal Consultant

**Legal Firm Bianchi-Fabbri-Ghilli-Turchi-Marchesi - Settembre 2012 a gennaio 2013 - Lavoretti - Pontedera - Italie**



- Legal advice on International Italian Family Law; Italian Corporate Law.
- Networking with the foreigners clients of the Law Firm.
- Translation activity from and to the English language

## Legal Consultant

**Legal Firm Šafra & partneři, s.r.o, Advokátní Kancelář - Marzo 2012 a settembre 2012 - Lavoretti - Prague - République tchèque**



- Redaction of legals arguments.
- Networking with the italian clients of the Law Firm and networking with the members of CAMIC (Italian/Czech Trade and Industrial Chamber).
- Check and support in drafting legal documents in italian.
- Comparison of Italian and Czech civil and trade law.
- Teaching of Italian language to the office's members.
- Translation and interpreting activity from Italian to English.

## Corporate Consultant | Web Designer | Marketing Specialist



**Crecchi Mobili s.n.c. - Gennaio 2008 a luglio 2014 - Lavoretti - Selvatelle - Italie**

- Legal consultancy on civil, corporate and European Union law.
- General administration and management of the company.
- Translation and interpreting activity from Italian to English.
- Web Design.
- Graphic Design.
- Branding.

- ▶ Copywriting.

## Operator of the Population Census 2011

Comune di Peccioli - Ottobre 2011 a marzo 2012 - Interinale - Peccioli - Italie

- ▶ Analysis and check of the census form.










## Instructor of martial arts, Karate

Shin Yama Arashi - Da settembre 2010 - Freelance - Pontedera - Italie

- ▶ Instructor of martial arts (Karate, Shotokan-Ryu style).
- ▶ Certification of competence in teaching martial arts to children and adults (Karate, Shotokan-Ryu style).

# COMPETENZE



## Informatics Competences

- ▶ Web Design 
- ▶ Suite Adobe 
- ▶ Social Media Marketing 
- ▶ Computer Forensics 
- ▶ ECDL Full (University of Pisa-CISIAU, September 2004) 
- ▶ Microsoft Office and Microsoft Office Project tools. 
- ▶ Win/MacOs/Linux (Ubuntu) Operating System. 
- ▶ S.E.O. 
- ▶ S.E.M. 











## Languages

- ▶ Italian (mother tongue)
- ▶ English (level B2)
- ▶ French (level B1)
- ▶ German (level A2)
- ▶ Czech (level A1)

## Management

- ▶ Project Management 
- ▶ Innovation Management 
- ▶ Negotiation 
- ▶ Problem Solving 
- ▶ Leadership 
- ▶ Human Resources 
- ▶ Motivation 
- ▶ Business Planning 
- ▶ Reporting 
- ▶ Communication 
- ▶ Project Planning 

## Marketing

- ▶ Brand Management 
- ▶ Marketing Strategy 
- ▶ Marketing Communications 
- ▶ Social media marketing 
- ▶ Analytics 
- ▶ SEO 
- ▶ Web Design 
- ▶ CMS 
- ▶ Graphic Design 
- ▶ Adobe Creative Suite 

## CORSI

### Master Certification in Innovation Management

GLOBAL INNOVATION MANAGEMENT INSTITUTE

2019

The Master Certification in Innovation Management (Innovation Certification Level 2), issued by the Global Innovation Management Institute (GIMInstitute), enables at the application in companies or businesses of Innovation Management processes.

### Associate Certification in Innovation Management

GLOBAL INNOVATION MANAGEMENT INSTITUTE

2019

The Associate Certification in Innovation Management (Innovation Certification Level 1), issued by the Global Innovation Management Institute (GIMInstitute), certifies knowledge and skills in the application of Innovation Management processes in companies.

### Project Management Trainer

ITALIAN INSTITUTE OF PROJECT MANAGEMENT

Gennaio 2017

Professional Project Management Teacher accredited by ISIPM (Istituto Italiano di Project Management - Italian Institute of Project Management), reg. no. 2372.

### Project Management Trainer

ASSIREP - ITALIAN ASSOCIATION OF PROJECT MANAGERS AND EXPERTS

Gennaio 2017

Professional Project Management Teacher accredited by ASSIREP, Italian Association of Project Managers and Experts (accreditation according to the law 04/2013, reg. no. 937).

### Project Manager

STARGATE CONSULTING S.R.L.

Ottobre 2012 a dicembre 2012

Competence in project management. Attitude for planning, execution and closing of business projects.

Certification released by ISIPM (Istituto Italiano di Project Management / Italian Institute of Project Management).

### Bachelor's degree

UNIVERSITY OF PISA-FACULTY OF LAW

Settembre 2002 a luglio 2008

Specialization in:

Italian Civil Law, Italian Criminal Law, Italian Constitutional Law, Italian Labour Law, Comparative Constitutional Law, European Union Law.

### Diploma

CLASSICAL LYCEUM A. DA PONTERA

Settembre 1997 a luglio 2002

Specialization in Latin and Ancient Greek literature.

## INTERESSI

### Innovation Management | Brand & Marketing Management

- Innovation Management
- Business Model Canvas
- Value Proposition Design
- Digital Innovation
- Branding
- Lead Generation

- Storytelling
- Copywriting

## Law

- International Law and European Union Law.
- Computer Forensics.
- Criminal Law.
- Comparative Constitutional Law.
- Criminology.
- Politics.
- International Relationships.
- Corporate Law
- Trademark Law.
- IT Law
- Data Protection

## Sport

- Martial Arts
- Other
- Other
- Football
- Rugby