



## Emmanuel M.S.C. Crova

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### ABOUT ME

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I was born in 1993 in Milan, Italy. Son of an architect and a dental technician, I get passion for electronic in general and for computers and mobile phones in particular, since early ages. In June 2012 I obtained Science Course Diploma at GSCE level In september 2012 I started a totally new experience, called university: Electronic and Information Technology Engineering was my chose right to my passions. In August 2014 I became event manager of Zunami Events; I am the person who plans and executes the event, taking responsibility for the creative, technical and logistical elements. In February 2016 I guessed building my first own company. I achieved to build a startup called EMAT Digital Marketing with a friend of mine; EMAT is nowadays leader of the market in north-west Italy. I am also the executive in charge of BookYourBeach's technological needs as well as its research and development (R&D) from 2017. I develop policies and procedures and I use technology to enhance the product and the service that focus on external customers. As a Planner-CTO I look at how to further implement new technologies within the company to ensure its success.

### WORK EXPERIENCE

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#### CEO & Solution Manager

**EMAT Digital Marketing** [ 01/02/2016 – Current ]

**Address:** Sestri Levante (Italy) - [www.ematdigitalmarketing.com](http://www.ematdigitalmarketing.com)

- **Business or sector:** Information and communication

EMAT Digital Marketing was born from two friends partnership: we both loved the web and we had different skills: Matteo was proficient in Graphic User Interface, I was mostly oriented in Web development. We gained an excellent confidence in Data Analysis e Market Discovery working together. Later on, together with our company growth, we succeeded in enlarging our team to fill the gap in the commercial sector.

Digital marketing's objective is to promote brands, build preference, engage with customers and increase sales through various digital marketing techniques. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio.

## Chief Technical Officer

**BookYourBeach S.r.l.** [ 01/07/2018 – Current ]

**Address:** Chiavari (Italy) - [www.bookyourbeach.net](http://www.bookyourbeach.net)

I am the executive in charge of BYB's technological needs as well as its research and development (R&D). I develop policies and procedures and I use technology to enhance the product and the service that focus on external customers.

I also develop strategies to increase revenue and I perform a cost-benefit and return-on-investment analysis.

I may envision in my role how technology will be used within the company while setting the technical strategy for it. As a Planner-CTO I also look at how to further implement new technologies within the company to ensure its success.

## CEO & Solution Manager

**EFFEX network S.r.l.** [ 19/01/2018 – Current ]

**Address:** Sestri Levante - [www.ffmpeg.network](http://www.ffmpeg.network)

- **Business or sector:** Information and communication

EFFEX network was born from the collaboration between some communication agencies specialized in different sectors. We cover any aspect and every digital need of your business, from photography to web design, from business management to digital marketing and much more, in order to offer tailor-made solutions.

EFFEX Network S.r.l. is registered in the special register of Italian Innovative Startups as #8456 for whole Italy, and as #157 in Liguria.

## Senior Photographer

**Airbnb** [ 10/2018 – Current ]

Beautiful photography is essential to success at Airbnb. Professional photos help our guests visualize Airbnb's unique spaces and help our hosts showcase their listings. Airbnb loves photography that captures homes in a natural way. The goal of our photography is to set correct expectations for our guests, rather than make the home appear brighter or larger than reality.

The photography team at Airbnb has developed an in-depth set of style guidelines for our listing photography so that hosts all around the world can expect the same exceptional style and quality from every photographer.

Responsibilities:

- Partner with Airbnb hosts to schedule and photograph assigned listings
- Photograph interiors, exteriors, unique details and environmental portraits
- Provide minimal interior styling during the photo shoot
- Retouch raw files to meet Airbnb's specific photography style
- Regular email communication with our San Francisco-based photography team

## Director and chief executive

**E/C photography ©** [ 06/2014 – Current ]

**Address:** Sestri Levante (Italy) - <http://ph.emmanuelcrova.it/>

Main photographer and Coordinator

## Events managing director

**Zunami Events** [ 08/2014 – Current ]

**Address:** (Italy) - [www.zunamievents.com](http://www.zunamievents.com)

- **Business or sector:** Arts, entertainment and recreation

Event manager is the person who plans and executes the event, taking responsibility for the creative, technical and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, scriptwriting, logistics, budgeting, negotiation and client service.

## Senior Photographer

**Studio Immagine** [ 06/2011 – Current ]

**Address:** Rapallo (Italy)

Experience with every sort of sport photography, events and wedding photography

## Senior Photographer

**Kodakit** [ 11/2018 – 01/2020 ]

Kodakit connects photographers all around the world to jobs with global companies.

### SCHEDULE

Jobs are broadcasted to nearby photographers. You can pick up as many gigs that come your way as you'd like, or decline them if you are busy.

### GO SHOOT

When we book a client in your area, you'll receive an online overview of the creative brief, so you can just head to the shoot without negotiating deliverables or art direction.

## Photographer

**Foto Bouquet** [ 29/04/2017 – 08/2019 ]

**Address:** Bologna (Italy) - [www.fotobouquetbologna.com](http://www.fotobouquetbologna.com)

- **Business or sector:** Professional, scientific and technical activities

Our photographic services are intended to go beyond. The wedding photographer's philosophy is to overcome the expectations of each couple for their marriage; Our photographic services always offer you something extra: a special promotion, a last second offer, a tribute to your guests, an unexpected surprise or an unexpected thought, like a smile stolen to the bride taken from a secret photo shot at your wedding ceremony. The success of our photographic services for the wedding photographer is simply to capture the light shining in your eyes on that special day, the spark that the wedding photographer will reflect on the photos and videos we deliver to you, showing you all your joy, Your shyness, your charm and the emotion of your new life that begins now, together. Our only goal is to make the memory of your marriage with our photographic services even more unforgettable and memorable than it already is, not only in the heart and in the memory, but also in the albums and dvds you will clasp in your hands, whose you don't even think how many times you will be looking at, whose you will never get bored of, because they are and will always be the sheer guardians of your promise of eternal love.

## Venue Scout

**SportsData AG** [ 05/2013 – 05/2018 ]

We are one of the world's leading suppliers for sport-related live data. Our system is based on our unique, fully automated data extraction and supervision technology for highest quality standard, combined with a complex scout and video signal monitoring system.

We are currently providing the most reliable live sports data available worldwide for all relevant distribution channels.

We have got our own network with 2500 scouts worldwide, who forward us live statistics directly from the venues.

## Commercial Photographer

**GenovaStudio** [ 15/10/2015 – 14/10/2016 ]

**Address:** Genova (Italy)

Photography services for catalogs, brochures, printed descriptive or local promotion. The prevailing photographic genre is still life, the creation of images in a study, in addition to a minority of location shooting and animated shooting (ie people). Performing services in relation to these categories: Food, Industry, Tourism, Handicrafts, Weddings, Book

## Webinar Director

**FreeNauta Talent Center** [ 16/05/2015 – 20/10/2015 ]

**Address:** (Italy) - <http://www.freenauta.it>

- **Business or sector:** Education

Community of personal development where you can meet other people with the common target of creating, sharing and try personalized maps, useful to win your challenges.

I was the conductor of the Webinar and coordinate and manage multiple speakers. I care about managing exchanges, monitoring times, favoring interventions and facilitating the transition from one role to all, from a presentation to all the others.

## Journalist

**Stadio24.com** [ 14/07/2014 – 31/12/2014 ]

**Address:** Vercelli (Italy)

- **Business or sector:** Information and communication

Sport Columnist who write most about italian Serie B and LegaPRO focusing on Referee point of view

## EDUCATION AND TRAINING

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### Electronic Engineering

**Università degli Studi di Genova** [ 20/09/2012 – Current ]

**Address:** Genova (Italy)

**Field(s) of study:** Engineering and engineering trades

**Level in EQF :** EQF level 6

Digital System Electronics, Fundament of Programation (C, C#), General Physic, Mathematic 1, Mathematic 2, Circuit Theory, Telematics and Internet Technology, Signals and electromagnetic fields, Mathematic 3, Architecture of electronic systems, Signal and System for Telecommunications, System Theory, Databases, Control Theory, Chemistry, Embedded system control, Business management, Digital signals processing and transmission, Business management, Advanced Programming languages.

### Diploma di maturità

**Liceo Scientifico G. Marconi** [ 17/09/2007 – 02/07/2012 ]

**Address:** Chiavari (Italy)

**Field(s) of study:** Mathematics and statistics

**Level in EQF :** EQF level 4

Basi di Matematica, Fisica, Chimica, Letteratura (italiana/inglese), Filosofia, Storia.

## LANGUAGE SKILLS

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Mother tongue(s):

### Italian

### English

**LISTENING:** C1 **READING:** C2 **UNDERSTANDING:** C1  
**SPOKEN PRODUCTION:** C1  
**SPOKEN INTERACTION:** C1

### French

**LISTENING:** B1 **READING:** B1 **UNDERSTANDING:** A2  
**SPOKEN PRODUCTION:** A2 **SPOKEN INTERACTION:** A1

### Spanish

**LISTENING:** B1 **READING:** B1 **UNDERSTANDING:** A1  
**SPOKEN PRODUCTION:** A1 **SPOKEN INTERACTION:** A1

### Croatian

**LISTENING:** A2 **READING:** A1 **UNDERSTANDING:** A1  
**SPOKEN PRODUCTION:** A2 **SPOKEN INTERACTION:** A1

## NETWORKS AND MEMBERSHIPS

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### Memberships

**Member of A.I.A. (Italian Football Referee Association)**

Rank:

12-2009 / 12-2011: Provincial Referee

01-2012 / ongoing: Regional Referee

Roles:

07-2012 / 06-2016: Technical Area Manager

07-2017 / ongoing: Associates Director

## MANAGEMENT AND LEADERSHIP SKILLS

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### Management and leadership skills

- Business Management
- Problem Solving
- Creativity
- Leadership
- Team work

## ORGANISATIONAL SKILLS

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### Organisational skills

- Leadership (several times at the head of groups up to 10 people in various fields, the most important operating a journalistic blog, with some printed version issue, in the role of managing editor. Noteworthy my experience as event organizer and event manager has improved my ability to make hard and strong decision under pressure, during an ongoing event)
- Organizer (always selected as organizer of travels by groups even higher than 20 units, thanks to the extensive experience gained in e-marketing over the years)

## COMMUNICATION AND INTERPERSONAL SKILLS

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### Communication and interpersonal skills

- Good communication skills (obtained thanks to numerous trips around the world made since I was child, which allowed me to compare with diametrically parallel reality)
- Good ability to give orders (obtained thanks to a high number of events which I organized) and supervise other's work

## DIGITAL SKILLS

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Microsoft Office

**Microsoft Word / Microsoft Excel / Microsoft Teams / Microsoft Powerpoint / Outlook / Microsoft Access**

Social Media

**Twitter / LinkedIn / Facebook / Youtube / Instagram / Pinterest**

Website creation

**Word Press / Google Analytics, Google Suites / WooCommerce / Good knowledge of SEO**

App creation

**Android app development / iOS app development**

Operative systems

**Windows / Linux / MacOS**

Programming languages

**C / C# / Java / CSS / HTML / Databases (MongoDB, MySql, MariaDB, PostgresSql) / php / XML**

Adobe suite

**Adobe Photoshop / Adobe Lightroom / Adobe Illustrator / Adobe InDesign / Adobe XD / Adobe Premiere / Adobe AfterEffects**

## PROJECTS

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### Vodafone Redy - Everything under your control

*Partnership with Vodafone Italia on 12-13/04/16.*

Key target: Create a user assistance reality able to help the customer to obtain a worry-free experience in usage of their mobile data, avoiding them being scared from paying more because of this.

When you think about application development, you must guess the key role it has to cover once available to thousands of people: you want your final customers to be happy e satisfied by what you have created, this is going to make the app representing the brand, a very useful way to get confidence form the vastity of customers and why not, you can think about a economic income consequent to user happiness.

We tried guessing out what in real life may show a worry-free fact to reach this grade of satisfaction. We get the conclusion to work around the idea of a manager which employs a secretary to reduce his stress caused by a variety of schedule and things to be done; Redy, our project, promises to do this for every Vodafone customer.

### Indoor WiFi Fingerprinting

*Partnership with University of Genua on early 2016.*

Android app development. Used to enestablish a estimated position (x,y) of the user within an indoor environment using a deterministic WiFi fingerprinting algorithm based on triangulation with some access point.

For the Wi-Fi fingerprint, Wi-Fi access point with the highest received signal strength (RSS) is denoted as the important access point. At the localization stage, the fingerprints are chosen with the same important access points (IAP) as the estimated fingerprint from the database. Then, the distance and the AP repetition of the fingerprints are used to calculate the similarity degree. The location of the fingerprint which matches the estimated fingerprint well can be regarded as the estimated location.

## COURSES

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### Workers seafy general training

### UAV Pilot License

## DRIVING LICENCE

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Driving Licence: **AM**

Driving Licence: **B**