

**Nicola de Corato**

14/05/1977 Naples, Italy

admin@dubaiblognetwork.com

+971 50 117 94 74

**Personal statement:** A graduate in telco engineering with >10 experience in computer science teaching, web and social media marketing and IT consultancy and strong communication and organizational skills. Owner and web-administrator at DubaiBlog – a network of websites about Dubai, UAE and GCC, since 2009 I'm involved in managing websites and social media pages, both for the technical aspect and the content and I manage an editorial staff of 5 people (Italian, English, Arabic).

I'm freelance contributor of the following magazines: OutdoorUAE, Divers for the Environment, ArabAfroTrade, The Underwater Journal. Occasional cooperation with other magazines. I had chance to **interview some VIPs** during my career: HE Saeed Hareb (chairman of the Dubai Tour), Billy Costacurta (football player AC Milan), Umberto Pelizzari (Italian world recordman) amongst the others.

Professional Speaker. Teacher for the Master GES, University Ca' Foscari Italy.

## Skills

### Communication and Planning Skills

- Excellent lead generation skills;
- Excellent communication skills; comfortable with public speaking;
- Public relations expert; plenty of business contacts in the Middle East area;
- Excellent and creative written and oral communication skills;
- Excellent in building and maintaining relationship;
- Strong interpersonal skills, ability to work with and manage cross functional teams;
- My job as freelance requires flexibility, ability in prioritizing tasks and following multiples activities at the same time

## Teamwork

- Working as part of a team, often under great pressure, flexibility & initiative are essential;
- As an office temp, especially during the summer camps in US, and as freelance for multiple customers, it is necessary to fit into a team immediately and to pick up information quickly.

## Languages

- Italian (native); English and Spanish (full professional proficiency);
- Arabic (elementary proficiency).

## Computing & Web

- Excellent knowledge of PhotoShop, WordPress, Internet; excellent SEO skills;
- Web administrator and founder of the network DubaiBlog & Abu DhabiBlog

## Education & Training

- Master Degree in Telecommunication Engineering at “Università Federico II di Napoli”, 2004. Achieved 99/110.
- Scuba Diving PADI OPWD 1996; PADI Rescue Diver 2012; Helidiver certification with Bergamo Scuba Angels; PADI Dive Master & DSD Leader 2014
- Lifeguard certification with the American Red Cross 2012

## Main Professional Experiences

- **Self employed Consultant, Italy & UAE, contributor of many magazines Since 2009**

Freelance web & social media marketing consultant, PR / company owner. Our organization is involved in helping entrepreneurs to open branches, develop activities, promote products and services in the GCC (mostly in the UAE). Founded in 2007 with a different name, the first portal got the current name in 2009; our organization is mainly involved in PR, Social Media and Web Communication projects, helping businessmen & companies in having a correct social approach with the Arab Culture and to manage their key web-aspects.

**Reference: Ally Landes, EVENTS COORDINATOR Emirates Diving Association**

Relation: editor in chief

phone: +971 4 393 9390

email: magazine@emiratesdiving.com

*Nico de Corato is an EDA member and a regular article contributor to our quarterly magazine, 'Divers for the Environment' since June 2013. Nico is an avid blogger who recounts his own personal experiences and interests, and those of others he interviews for his personal blog, [www.dubayblog.com](http://www.dubayblog.com)*

**Reference: Massimo Ziino**, Business Consultant Fujairah Creative Zone, PO Box 4422 UAE

Relation: provider

phone: +971 562628620 / +39 339 7091893

email: massimoziino@gmail.com

*Nico worked for me to supervise the design of my website and my social media marketing campaign six months ago, when we were both in Italy, thanks to his knowledge of UAE and Arab Culture. He is a reliable and hardworking professional who pays high attention to every single detail and it helps him to stand out from most other web designers in the internet industry. Also, he grabs the instructions within a fraction of seconds and implements them to come up with the expected output. He is great in social media strategy and in the public relations.*

- **Heli Rescue Swimmer & PR at Bergamo Scuba Angels Helicopter Rescue Divers Since 2013**

Bergamo Scuba Angels are responsible for all the rescue activities of the Italian powerboat federation (FIM – Federazione Italiana Motonautica) in all the races of the Offshore, Inshore and Endurance Championships. Bergamo Scuba Angels are also in charge of the rescues activities of the prestigious Class 1 Offshore World Championship. Now the team has been also chosen to be the official rescue team of the America's cup.

**Reference: Fabrizio Boffi** – President of Bergamo Scuba Angels

Relation: member of the team

phone: (00 39) 389 99 99 100

email: fboffi@bergamoscuba.com

*Nico is our PR specialist for the Middle East since he started our cooperation with us. He also wrote some articles about Bergamo Scuba Angels for us for many sport & diving magazines of the UAE.*

- **Consultant in ITALY Since 1999**

Freelance IT Course project-manager, supervisor and teacher, in charge for writing project-plans and assisting in the application, responsible for computer science courses from basic to advanced level and specialized courses (web marketing, visual basic, .NET), starting with the initial lesson to leading laboratory meetings, right up to e-learning web-site, and being involved in final tests preparation & application. Recruiting, team- management and supervision of other teachers.

**Reference: eng. Mauro Pepe** – owner of Punto Comunicazione

Relation: business partner

phone: (00 39) 393 94 99 951

email: m.pepe@puntocomunicazione.com

*Nico supported our company as PR, lead generator for many years and still now contribute our business development thanks to his natural skill as PR and his knowledge of the web. He is a reliable and hardworking professional who pays high attention to every single detail and it helps him to stand out from most other web designers in the internet industry. Also, he grabs the instructions within a fraction of seconds and implements them to come up with the expected output. He is great in social media strategy and in the public relations. I highly recommend him to anyone. He can be a great asset to any company.*

**Reference: eng. Lucio Parascandolo** – president of AITA

Relation: supplier / business partner

phone: (00 39) 335 66 123 54

email: l.parascandolo@gmail.com / l.parascandolo@aita.biz

*Nicola de Corato worked for me to supervise the design of some websites, e-learning platform and social media marketing campaigns, starting from 1999. In many projects he's been also involved in keeping relations with foreign institutions and people, thanks to his natural skills. He is a reliable and hardworking professional who pays high attention to every single detail and it helps him to stand out from most other web designers in the internet industry.*

## Other Professional Experiences

- **British Schools of English MILAN (ITALY), April 2007 to April 2012:**

Freelance sales manager and web marketing specialist, Sales manager both for B2C and B2B. In charge of: implementation of the sales and web- marketing strategy. Responsible for the management of the sales and relationship with key customers. To maintain the company's existing relationship with a existing client or group of clients. To generate new leads and get new customers. Development of company's advertising and mottos on websites, email and other platforms, through the use of graphics and HTML-generated designs and SEO techniques. Overseeing of the creation of websites, email newsletters and text alerts, putting a positive spin on the products/services offered. Monitoring of the trends.

- **Concordia Language Villages, MINNESOTA (US) Since 2011**

Credit teacher and web master, Teaching the assigned credit classes, plan content, and implement and evaluate the plan. Ensure each villager in the assigned credit class has achieved a minimum of hours of instruction and has complied with the North Central Association for Colleges and Schools guidelines. Writing of the final evaluations of each credit villager, along with a course summary. Keeping credit facilitator apprised of student's progress. Working under the direction of the dean or credit facilitator. Assuming responsibility for counseling duties as designated by the dean and participate in the total Village program.

- **WIPRO Technology, MILAN (ITALY) August 2006 to March 2007:**

Test engineer, In charge for doing hands-on testing of Motorola mobiles (prototypes) as well as supporting & troubleshooting at configuration stage, during use with all Italian Operators (TIM, Vodafone, Wind, H3G) on GSM/GPRS/UMTS network. Research and validation were performed using test suites and procedures, the purpose was to raise change requests and improve product's reliability and performances..

- **UNIGLOBE Travel International, NAPLES (ITALY) December 2004 to August 2006:**

IT & Data Manager – Education Manager, Initially in charge of Data Management and Agency Development. After some months I got in charge for the training of new franchisees.