



## Marco Chiesi

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### ABOUT ME

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I've been passionate about computer science since I was a kid, which led me to pursue a Master's degree in Software Engineering from the University of Bologna, Italy. I've been in the web development game since 1998, when the internet first became available in Italy, and I built my first personal website.

My passion for computer science and problem-solving has always been an asset in my work, and I've been constantly learning and evolving my skills to stay up-to-date with the latest technologies and trends, particularly in open-source technologies. With over 20 years of experience in the web industry, I've honed my skills as a full-stack web developer and sysadmin, and currently lead the tech team at Black Studio, an Italian web development agency.

I'm especially active in the WordPress community, contributing to the project in several ways: Meetup and WordCamp organizer, speaker, translation editor, core contributor, and especially plugin developer. I'm the author of the popular Black Studio TinyMCE Widget plugin, which has received over 10 million downloads and is widely used by WordPress users worldwide.

My areas of expertise include:

- Project management of WordPress-based projects
- Custom WordPress development (plugins and themes)
- Development and consultation on specific WordPress plugins (such as Toolset, WPML, Advanced Custom Fields, and Pods)
- Development and consultation on themes/plugins based on the Genesis Framework by StudioPress
- WordPress e-commerce solutions using WooCommerce
- WordPress speed analysis and optimization
- WordPress integration, migration, and data conversion from and to other systems
- WordPress training course instruction
- WordPress and web server security and hardening.

### WORK EXPERIENCE

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#### Head of Technology

**Black Studio** [ Jan 2020 – Current ]

**Address:** (Italy)

**City:** Giulianova, Teramo

**Country:** Italy

[Remote - Full time]

Black Studio is an Italian web agency specializing in custom web development, graphic design, hosting, and strategic consulting. In my current position as Head of Technology, I am in charge of:

- Technical analysis, consultancy, project management, and implementation of digital projects, with a particular focus on custom WordPress projects
- System administration of the hosting infrastructure (400+ websites, 1000+ mailboxes)
- Supervision of a fully remote team of web developers
- Relations with customers and supplier

#### Certified WordPress Expert Developer

**Codeable** [ Nov 2015 – Current ]

**Address:** (Denmark)

**City:** Giulianova, Teramo

**Country:** Italy

[Remote - Freelance]

- Codeable is a popular online outsourcing platform for WordPress projects with handpicked and pre-screened experts.
- Completed 250+ projects for 50+ different clients, with an overall rating of 4.98/5.

## **Lead Engineer**

**Black Studio** [ Jan 2015 – Dec 2019 ]

**City:** Giulianova, Teramo

**Country:** Italy

[Remote - Full time]

- Technical analysis, consultancy, project management, and implementation of web projects, with a particular focus on custom WordPress projects.
- System administration of the hosting infrastructure.
- Leading a fully remote team of web developers.
- Tech support to customers.
- Speaking at tech conferences.

## **Lead Web Developer**

**Black Studio** [ Jan 2010 – Dec 2014 ]

**City:** Giulianova, Teramo

**Country:** Italy

[Remote - Full time]

- Development of websites, with a particular focus on custom WordPress projects.
- Development of custom WordPress plugins, for clients and for free distribution (including the popular Black Studio TinyMCE Widget, which counts 10+ million downloads).
- Leading a fully remote team of web developers.
- Tech support to customers.

## **Senior Web Developer**

**Black Studio** [ Jul 2006 – Dec 2009 ]

**City:** Giulianova, Italy

**Country:** Italy

[Remote - Freelance]

- Development of the custom CMS BlackRay, which was providing state-of-the-art technology along with ease of use by the customers. It has been used for the development of dozens of clients' websites. Features included: intuitive content management for pages, news, events, products, image galleries, and attachments; native multilingual support; newsletter and text messages (SMS); users management; modular structure for additional functionalities; customizable themes
- Development of dynamic websites for the agency's customers.
- Technologies involved: PHP, MySQL, HTML, JavaScript, CSS, Flash, Dreamweaver.

## **Web Developer**

**BagnoliNET SRL** [ Apr 2001 – Dec 2009 ]

**Address:** Castelnovo ne' Monti (Italy)

**City:** Casina, Reggio Emilia

**Country:** Italy

[Remote - Freelance]

- Development of static and dynamic websites for the agency's customers, either developed from scratch or based on existing open-source CMS platforms.
- Technologies involved: PHP, MySQL, HTML, JavaScript, CSS, Dreamweaver, PhpNuke, PostNuke, MD-Pro.

## **Web Developer**

**Amusement Project s.a.s.** [ Jul 2007 – Dec 2007 ]

Address: Carpineti (Italy)

City: Giulianova, Teramo

Country: Italy

[Remote - Part time]

- Development of custom functionalities for the Parksmania website, the leading Italian portal for amusement parks.
- Technologies involved: PHP, MySQL, HTML, JavaScript, CSS, Dreamweaver, Joomla, phpBB.

## **Web Developer**

**Black Studio** [ Jul 2002 – Jun 2006 ]

City: Casina, Reggio Emilia

Country: Italy

[Remote - Occasional collaboration]

- Development of static and dynamic websites for the agency's customers.
- Technologies involved: PHP, MySQL, HTML, JavaScript, CSS, Flash, Dreamweaver.

## **C++ Developer**

**Self Employed** [ Jan 1994 – Jun 2003 ]

City: Casina, Reggio Emilia

Country: Italy

- Development of video games distributed with freeware and shareware licenses. Among these, Biliardo, a free billiards simulation, became very popular, totaling several million downloads and getting reviews in specialized magazines and websites.
- Consultancy on billiards videogame development for a private company.
- Development of simple management applications and promotional video games for large companies (Accenture, Alternative Spa) and private clients.

## **Electrical Engineering Teacher**

**"C. Cattaneo" Technical Institute (High School)** [ Sep 2000 – Jun 2001 ]

Address: Castelnovo ne' Monti (Italy)

City: Castelnovo ne' Monti

Country: Italy

[On site - Full time]

- In charge of the electrical engineering chair.
- Teaching the basics of electrical circuits and machines.

## **EDUCATION AND TRAINING**

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### **Master's degree - Software Engineering**

**University of Bologna - Faculty of Engineering**

Address: Bologna (Italy)

Field(s) of study: Information and Communication Technologies

Final grade: 100/100 with honors – Level in EQF: EQF level 7

Thesis: Experimental thesis in combinatorial optimization entitled "Heuristic algorithms for the Periodic Vehicle Routing Problem" (supervisor: prof. Paolo Toth)

Computer Systems and Applications

## Professional Diploma - Electrical Engineering "C. Cattaneo" Technical Institute (High School)

Address: Castelnovo ne' Monti (Italy)

Final grade: 60/60 – Level in EQF: EQF level 5

### CERTIFICATIONS

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#### Google Professional Workspace Administrator by Google Cloud on Coursera

[ Aug 2020 ]

Link: <https://www.coursera.org/account/accomplishments/professional-cert/L3NTJ8MARQ3Q>

#### Google Workspace Deployment Services Credential

[ Aug 2020 ]

Link: <https://www.credential.net/fa12bf74-5b67-403f-8e8d-f7672538d2da?username=marcochiesi#gs.n8g4yb>

#### cPanel & WHM Administrator Certification (CWA)

[ 30 Apr 2020 ]

#### cPanel & WHM Sales Professional (CPSP)

[ Apr 2020 ]

#### cPanel Professional Certification (CPP)

[ Mar 2020 ]

#### Scrum Fundamentals Certified

[ May 2017 ]

#### Codeable WordPress expert certification

[ 25 Nov 2015 ]

#### Qualification to practice the profession of engineer

[ Jun 2009 ]

### VOLUNTEERING

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#### WordPress






[ Nov 2011 – Current ]

Plugin Developer, WordCamp & Meetup Organizer, WordCamp Speaker, Core Contributor, Translator

### DIGITAL SKILLS

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#### Digital Skills - Test Results

 Information and data literacy	<b>ADVANCED</b>	Level 6 / 6
 Communication and collaboration	<b>ADVANCED</b>	Level 6 / 6
 Digital content creation	<b>ADVANCED</b>	Level 6 / 6
 Safety	<b>ADVANCED</b>	Level 6 / 6
 Problem solving	<b>ADVANCED</b>	Level 6 / 6

Results from [self-assessment](#) based on [The Digital Competence Framework 2.1](#)

## My Digital Skills

### Development

PHP / JavaScript / HTML / WP CLI / PhpStorm / CSS / WPML / REST APIs / WordPress / JSON / OOP / AJAX / ACF / Vue.js / Visual Studio Code / Git / SQL / WooCommerce / GitLab / MySQL / jQuery / Bootstrap / XML / REST API / Postman / GitHub / C / C++ / HTML5 / Java

### System Administration

Apache / WHM / Linux / cPanel / E-mail services / CentOS / Shell / Network Services and Protocols / Windows / VirtualMin / DNS

### Productivity and collaboration software

Google Docs / Microsoft Office / Google Analytics / Skype / Google Workspace / Gmail / Google Sheets / Clockify / Trello / Chrome Remote Desktop / Dropbox / KeePass / Asana / Google Calendar / Google Drive / AnyDesk / Google Meet / Jira / TeamViewer / Zoom / Slack / Microsoft Teams

### Soft skills

Problem Solving / Attention to Detail / Team Working / Effective communication / Autonomy

## CONFERENCES AND SEMINARS

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### WordCamp Italy 2020

[ Online, 16 Oct 2020 – 17 Oct 2020 ]

Member of the organizing team

Link: <https://italia.wordcamp.org/2020/>

### WordCamp Bari 2019

[ Bari, Italy, 17 May 2019 – 18 May 2019 ]

Speaker with a talk about automation with Grunt

Link: <https://bari.wordcamp.org/2019/session/grunt-automazione-per-sviluppatori-pigri/>

### WordCamp Roma 2018

[ Rome, Italy, 14 Sep 2018 – 15 Sep 2018 ]

Speaker with a talk about command line tools for WordPress developers

Link: <https://rome.wordcamp.org/2018/session/chi-ha-paura-della-command-line/>

### WordCamp Europe 2018

[ Belgrade, Serbia, 14 Jun 2018 – 16 Jun 2018 ]

Speaker with the talk "Once upon a time, there was a plugin..."

Link: <https://europe.wordcamp.org/2018/session/once-upon-a-time-there-was-a-plugin/>

### WordCamp Bologna 2018

[ Bologna, Italy, 19 May 2018 – 19 May 2018 ]

Speaker with a talk about how to develop WordPress plugins from scratch

Link: <https://bologna.wordcamp.org/2018/session/sviluppare-un-plugin-wordpress-da-zero/>

### WordCamp London 2018

[ London, United Kingdom, 13 Apr 2018 – 15 Apr 2018 ]

Speaker with a talk about automation with Grunt

Link: <https://london.wordcamp.org/2018/session/lightning-session/>

## **WordCamp Torino 2018**

[ Turin, Italy, 6 Apr 2018 – 7 Apr 2018 ]

Speaker with a talk about how to build a successful WordPress plugin

Link: <https://torino.wordcamp.org/2018/session/10-consigli-in-10-minuti-per-un-plugin-di-successo/>

## **WordCamp Roma 2017**

[ Rome, Italy, 15 Dec 2017 – 16 Dec 2017 ]

Speaker with a talk about the full story of a popular WordPress plugin

Link: <https://rome.wordcamp.org/2017/session/cera-una-volta-un-plugin/>

## **LANGUAGE SKILLS**

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Mother tongue(s): **Italian**

**Other language(s):**

**English**

**French**

**LISTENING B2 READING C1 WRITING C1**

**LISTENING B1 READING B1 WRITING A2**

**SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2 SPOKEN PRODUCTION A2 SPOKEN INTERACTION B1**

## **TEACHING ACTIVITY**

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### **WordPress Development training course**

[ 1 Dec 2017 – 31 Jan 2018 ]

Assemblea Legislativa Emilia-Romagna, Italy - 42 hours

### **WordPress Development training course**

[ 1 May 2017 – 31 May 2017 ]

Assemblea Legislativa Emilia-Romagna, Italy - 14 hours

### **Training Course for Teachers on Information and Communication Technologies**

[ 1 Apr 2004 – 31 May 2004 ]

Modules "Internet server" and "Interactivity on the web"

"B. Pascal" Institute, Reggio Emilia, Italy - 12 hours

### **Basic IT courses for the preparation of the European Computer Driving License (ECDL) exam**

[ 1 Jan 2002 – 31 Mar 2002 ]

Municipality of Casina, Reggio Emilia, Italy - 30 hours

### **Electrical engineering course**

[ 1 Sep 2000 – 30 Jun 2001 ]

"C. Cattaneo" Technical Institute (High school) in Castelnovo ne' Monti, Reggio Emilia, Italy - 9 months