



Fabio De Luca

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#### Profile

I was born in Rome, with argentinian parents  
i always had the benefit of being bi-language since my first years of life, the variety of jobs (also the ones not listed in the resume) and my internationality make the person that i am, charismatic, flexible and with the ability to see things from a different perspective, and often this is the way to solve the biggest issues in our lives.

#### Languages Spoken

Fluent in Italian, English, Spanish and Russian.

#### Experience

Printers and Macs repair man - Epson & Apple official warranty reparations - 2000 to 2002, via Tiburtina, Rome, Italy

Specialized in repairing home ink printers: Epson C-20, C-40 and C-42

Apple computers: Power Mac G5, eMac, iMac3, Power Mac G4 Cube and Power Macintosh G3

Repairment laboratory chief - OOO "Matrix computers" - 2002-2005, via Trionfale, Rome  
Was the only computer store in the neighborhood, with the computers booming in these years, we had ton of work, i was the head of the laboratory with 3 other technicians to manage under me, i was personally assembling between 2 to 5 desktop computers everyday, and handling a big amount of malfunctioning machines (desktop and laptops) coming in for repair, malfunctions could be from a broken OS, to a broken hardware piece such as mother board, video card, 56k modem etc etc.

Freelancer, Computer assistance service - On call - 2005-2008, Rome, Italy

Basically the same job i was doing in OOO "Matrix computers", but at home or at clients places, called for urgencies, served also businesses (small and medium) with lots of computers in their company's net, VOIP lines, servers, this job gave me enough time to expand my knowledge taking courses of web developing, nets, internet protocols, internet security and english language due to the plan to have an experience in the US.

Freelancer - Computer assistance service - On call - 2008-2010, New York (USA)

I moved to the big apple and i basically continued working as i was in Rome, at the beginning with difficulties due to the language barrier, overcome with the time, i was working much more than i was in the past, my earnings were more than doubled. Was serving/assisting personal computers and small/medium businesses, working only on call. Taking jobs that took to complete from the 2 hours, to two weeks. In this time i also started creating websites for my customers, at the beginning simple ones, but meanwhile improving my knowledge and methods took this skill to a whole other level.

Freelancer - Webmaster and marketing - 2010-2011, New York-San Francisco (USA)

With the time the requests of building websites this was my main job, building whole portals and forums, some custom made website and working for companies that needed to automate the publishing of classified advertisements such as craigslist or backpage, by the time of move to California my main occupation was building marketing campaigns, at a times multilanguage (english, italian and spanish), these marketing strategies involved posts on classified ads websites, SEO and "pay per click" (Google AdWords).

Business owner - Dielle Reservations SRL - 2012-2013, Rome, Italy

Back home with the idea of opening a business, found out that my combination of skills would have gave me great opportunities to open in the touristic field, opened "Dielle Reservations SRL", the main aim of this company was to rent apartments for business purposes, so for short period of time, within an year my apartment base has gone up to 60 apartments located in a few countries of Europe, 60% in Italy, 20% in Spain and the other 20% distributed in Croatia, France, Portugal and Germany, most of which were only receiving reservations for the summer season only. In winter i only had guests in the apartments in the Alps in Italy and in the mountains in Germany (ski seasons).

Business owner - Dielle Reservations SRL - 2013, Barcelona, Spain

Moved to Barcelona to concentrate on my main locations, which were 2 businesses that i opened in 2011, separated from Dielle Reservations, rented 2 apartments and turned them into B&B's, one of which was featured as hot and featured by the site Booking.com, having guests all year long from all over the world, having the rating of 5 stars hotel, at some point of 9.3/10. These 2 businesses were sold in 2017 for 1000% more than they were paid for when opened, bringing revenue in hot seasons respectively 4000€ and 6000€ each month.

Freelancer - Webmaster, marketing - 2013 to present, Moscow. Business sold in 2017

While continuing to manage my business Dielle Reservations SRL, came to Moscow to settle down and have a more relaxed life, the italian company Dielle Reservations was sold, lived in campus and studying this beautiful language, was NOT easy, meanwhile for the first years i kept helping wishing clients(not russians, my language wasn't good enough) with website building and maintenance, security, SEO and marketing campaigns, in 2016 i moved away from campus and started having some russian clients and less from US or Europe. Now i do business consulting (my international experience really does give me a gear more than locals), website building/maintenance, SEO and Яндекс Директ campaigns. I live the russian dream!

## Education

ENDO-FAP Don Orione Lazio - 1998-2003, Rome, Italy

Took a 4 years course of basic electronics, computer, computer hardware, operation systems and servers, after this course i took an additional year for specializing in networks and servers.

Website building, basic coding and marketing courses - 2009-2010, New York (USA)

During my stay in NY i took the chance of taking courses of website building using platforms such as wordpress, building portals, forums and landing pages. In a separate course 3 months long i was taught some of the most important marketing fundamentals strategies and logics. Most of my actual skills are actually taken from experience and self learning at home.

Business startup and management - 2011, San Francisco & Cupertino in the Apple headquarter (USA)

Living not so far from the infinite loop, had the chance to assist to more than a few lessons and seminarios by Tim Cook, Steve Wozniak and a few others, explaining and teaching about small business startups, management, investment, income and outcome management, human resources and rules. Most of these lessons and seminarios were located in San Francisco city and sometimes in the Apple's headquarter.

Mobile apps - 2011-2017, self learning

Occasionally took video (and not only) courses of building apps, i have published a couple in the app store, one for one of my B&B in Barcelona, the second one was a calculator for percentages called "calcul8or".

Course of Russian language for foreigners - 2013-2016, Ulitsa Akademika Volgina 6, Moscow, Russia

Started the language from "zero", i took basic Russian courses in the beginning and intermediate then, left school when my Russian was good enough to have a conversation with locals that didn't know any other language that i already knew. Right now i still make mistakes here and there, but i own a fluent Russian, write well with a computer or cell phone.

## Skills

Wordpress, Joomla, Yandex Direct, Google AdWords, eCommerce, selling strategies, SEO, HTML, PHP, iMacros.