Francesco Brocero

Director Events and Training: droidcon Italy, Swift Heroes, SYX

Address:

Website:

Email:

At Synesthesia we have a calendar of events to support the communities we work in and with, this includes Swift Heroes (for iOS developers), droidcon Italy (for Android developers) and SYX - a range of networking events & workshops for engineers & developers in Turin.

I am the main project manager and event co-ordinator for these events, responsible for all logistics, the agendas, sponsorship & marketing and on-site delivery.

I'm also a web marketing specialist with experience in various fields including: digital strategy development, online marketing & digital advertising, designing & leading online campaigns.

Key skills: • Project & Event Management • Social Media Strategy & Internet Marketing • Web and Mobile innovative technologies • Business Development & Key Account Management • Digital Strategy • Campaign Management • Competitive Analysis

EXPERIENCE

Synesthesia
Mar 2012 to Present

Event manager

Event co-ordination and project management for Swift Heroes, the new event for iOS developers in Italy and for droidcon Italy, the most important Italian android conference

Synesthesia is a software development company with particular focus on: - Mobile Application development (Android, iOS, Windows Phone & more) - Web Sites & Web Applications (Java, PHP & more)

Synesthesia is committed to the industries it works in and organises events, training and community networking for developers.

SYX
Jun 2016 to Present

Director, SYX - Share Your eXperience

SYX is a non-profit organization that organizes congresses, workshops, training courses and networking events to support new techniologies.

In the last two years we have provided courses to more than 50 companies on Android and iOS Development, Mobile Security, User Experience and UI Design, Swift, Magento, Multiplatform Development, Gamification and Mobile Marketing.

SYX co-organizes droidcon Italy (http://it.droidcon.com/) SwiftHeroes (www.swiftheroes.com) and FutureMakers (www.futuremakers.it/)

Mediafactory Torino
Sep 2006 to Present

Web Developer / Partner

- Web development - Web marketing - In-house training on web and social media marketing

Global.com s.r.l.
Apr 2005 to Nov 2009

Junior Consultant

- design of industrial plants - decision making in the field of industrial plant design and management - feasibility analysis - location plant and layout - industrial maintenance problems

EDUCATION

Politecnico di Torino
1999 to 2006

Master degree in Mechanical Engineeering

more acquired skills:

- definition of the optimal layout plant of a complex plant, in compliance with technological, economic and environmental constraints;

- general dimensioning and definition of the layout of technical services for the distribution and treatment of water and air;

- general planning of lighting systems and environmental comfort and energy distribution;

- choice of optimal solutions for warehouses and internal transport facilities;

- collaboration in the analysis of failures and breakages (failure analysis) of components and systems for heat exchange, in the event of failure or failure to operate according to the protocols provided.

Liceo Scientifico Orazio Grassi di Savona
1990 to 1995

High school diploma

SKILLS

Event Planning, Mobile Applications, Social Media Marketing, Marketing Communications, Social Media, Media Relations, Mobile Devices, Online Marketing, Web Marketing, Event Management, Project Management, Web Development, Digital Strategy, Web Design, Accounting, Online Advertising, Web Analytics, Consulting, Android, Drupal, Joomla, WordPress, HTML 5, CSS, Linux, Cascading Style Sheets (CSS), PHP, Java, Management, Social Networking, Viral Marketing,

PROJECTS

droidcon Italy
Apr 2014 to Present

http://it.droidcon.com/

As Italy's most important Android event, droidcon Italy supports the Android platform in its unique approach of openness and shared learning by bringing together developers and suppliers. The event has an impressively international feel with speakers, sponsors and delegates participating from around the globe. In the spirit of the Android platform, droidcon welcomes involvement and contribution from the Android community.

Swift Heroes
Sep 2017 to Present

http://swiftheroes.com

Swift Heroes is a one day conference in Turin, Italy, for developers, designers and project managers at all levels of experience with the Swift platform. Launched in 2018 with 350 participants, Swift Heroes is an event for Italian and international speakers and attendees.

SYX - no profit organization
Apr 2017 to Present

http://syx.it

SYX is a non-profit organization that organizes congresses, workshops, training courses and networking events to support new technologies.

In the last two years we have provided courses to more than 50 companies on Android and iOS Development, Mobile Security, User Experience and UI Design, Swift, Magento, Multiplatform Development, Gamification and Mobile Marketing.

SYX co-organizes droidcon Italy (http://it.droidcon.com/) SwiftHeroes (www.swiftheroes.com) and FutureMakers (www.futuremakers.it/)

LANGUAGES

Italiano (Native or bilingual proficiency), **Inglese** (Professional working proficiency)