

## Contact

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## Top Skills

NoSQL  
Docker  
Full stack developer

## Languages

Inglese (Full Professional)  
Tedesco (Elementary)  
Spagnolo (Elementary)

## Honors-Awards

IBIS Award  
Eccellenze in digitale

# Matteo Morreale

Full Stack Developer, SEO Specialist  
Naples, Campania, Italy

## Summary

Experienced Administrative Director and Performance Marketing Director. I've started my career as a SEO Specialist and Full Stack Developer with a demonstrated experience in the marketing and advertising industry. Skilled in Web Application Development, IA software Development and advanced WordPress Development. Strong operations professional with a Computer Science Degree from Università degli Studi di Napoli 'Federico II'.

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## Experience

### Self-employed

#### Sviluppatore Full Stack

October 2018 - Present (6 years 1 month)

As a seasoned Full Stack Developer, I specialize in designing and deploying custom web applications tailored to the specific needs of the publishing industry. My expertise is not limited to creating simple websites; I focus on sophisticated software solutions that enhance both operational efficiencies and user engagement.

I have extensive experience in developing custom WordPress templates and plugins without the use of visual editors, ensuring that each solution is optimized for both performance and scalability. My mastery of PHP and advanced JS and CSS techniques enables me to deliver unique aesthetics and functionalities that standard themes cannot provide.

In addition to traditional web technologies, I incorporate AI into web applications, utilizing OpenAI's ChatGPT APIs to enable advanced interactive features and automation. This integration transforms user interactions and streamlines processes by employing powerful natural language processing tools.

### Key Skills

Custom Software Development: Tailor-made solutions for the publishing industry.

WordPress Expertise: Custom templates and plugins developed without visual editors.

Frontend and Backend Technologies: Proficient in PHP, CSS, JavaScript, React, MySQL, and NoSQL.

AI Integration: Enhancing applications with AI functionalities using ChatGPT APIs.

DevOps and Deployment: Deployment efficiency with Docker.

SEO Optimization: Implementing SEO best practices to improve online visibility.

## Napolike

### Specialista SEO

October 2012 - Present (12 years 1 month)

Napoli

As a Senior SEO Specialist for Napolike.it, a generalist web portal with millions of views per month, I harness the power of search engine optimization to maximize online visibility and user engagement. With a deep understanding of SEO best practices and algorithms, I develop and implement comprehensive strategies that enhance the portal's ranking and drive organic traffic. My expertise in keyword research, content optimization, and technical SEO, combined with a data-driven approach, ensures that Napolike.it remains at the forefront of digital discovery. Passionate about staying ahead of industry trends, I continuously refine our SEO tactics to adapt to the ever-evolving digital landscape, contributing to the sustained growth and success of the portal.

## Made It srl

### Company Administrator

January 2018 - Present (6 years 10 months)

Napoli, Italia

Made it srl, business consulting agency.

## DAZN

### Senior SEO Specialist

May 2021 - April 2023 (2 years)

I am responsible for the medium and long-term strategies for the Google positioning of the DAZN Italia blog. With a 740% increase in the first year of

operation, DAZN Italia is the leading editorial portal of the DAZN group in terms of search engine volume.

- Pre-launch SEO audit of DAZN News
- Identification of positioning issues and opportunities
- Analysis and keyword research for the definition of competitive contexts
- Creation and strategic planning of medium and long-term content
- Analysis of the User Experience offered by the individual pieces
- Monitoring of trends
- Periodic reporting on previous trends
- Reporting with analysis and projections of future trends
- Keyword research, editorial plan and development of the structure of the individual pieces
- Supervision of author and journalist training

## Self-employed

### Project manager

April 2014 - January 2021 (6 years 10 months)

Specialized in project management within the realms of marketing campaigns and software development, I blend strategy with technology to lead complex initiatives from planning to execution. Proficient in setting goals, optimizing processes, and managing teams, I am committed to delivering innovative solutions that add value and achieve tangible results. My passion for continuous improvement and skill in managing stakeholder expectations are key to the success of the projects I lead.

## Jablabs

5 years 5 months

### Startup Coach, Strategy Consultant

September 2012 - January 2018 (5 years 5 months)

Napoli

Start-up coaching is designed to help and give the know-how to turn your idea into a thriving business. You'll get focused support and expertise to build your enterprise.

## SEO Specialist Senior

September 2012 - January 2018 (5 years 5 months)

Naples Area, Italy

I develop the best strategies to scale position on Google in the field of expertise of your company.

Through a thorough technical analysis of the software structure, competitiveness and competition we are able, through various strategies that aim to optimize the website, to gain important positions among the most relevant search results.

#### Founder

September 2012 - January 2018 (5 years 5 months)

Napoli, Italia

#### L'Accento

##### Founder

May 2011 - February 2013 (1 year 10 months)

Administrative Director e creatore di "L'Accento" un grande portale di giornalismo online Web 2.0.

#### Lavoratore Privato

9 years 9 months

##### Developer

January 2003 - September 2012 (9 years 9 months)

Good knowledge of stylesheet markup language as CSS

Very good knowledge of languages as: PHP, TurboPascal, C, CICS, Cobol, DB2, SQL, Oracle, MySql, Java, JSP

Very good knowledge of CMS as Joomla!, WordPress, OpenCart, Prestashop

Very good knowledge of software like: InDesign.

I'm particularly skilled in problem solving, especially as consultant for new business activities helping them to plan their first steps in a new market.

#### CICS, COBOL, DB2 Consultant

February 2008 - December 2011 (3 years 11 months)

Consultant on old technologies as CICS, COBOL & DB2

#### SM TS

##### Team Leader

2012 - 2012 (less than a year)

Contea di Cork, Irlanda

#### L'inchiesta

##### Team Leader digital department

October 2010 - May 2011 (8 months)

Napoli

Team Leader for the digital department of the magazine "L'inchiesta"  
distributed in Naples.

Generazione EST

Team Leader Digital Department

2010 - 2011 (1 year)

Napoli

SM T

Team Leader

2010 - 2010 (less than a year)

Parigi

SM TS

Group Leader

2007 - 2007 (less than a year)

Italia

XENIA

Web designer

June 2003 - November 2005 (2 years 6 months)

Sviluppo portale web di partecipazione attiva

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## Education

Università degli Studi di Napoli 'Federico II'

Laurea triennale, Informatica (Matematica, Fisica & Scienze Naturali)