



Marco Insegno

Date of birth: 23/02/1985 | **Place of birth:** Genova, Italy | **Nationality:** Italian | **Phone number:** (+39) 3472311690 (Mobile) | **Email address:** marcoinsegno@gmail.com | **Website:** <https://www.smarcode.it/> | **LinkedIn:** <https://www.linkedin.com/in/marco-insegno/> | **Address:** Passo Barnabiti 5/2, 16122, Genova, Italy (Home)

EDUCATION AND TRAINING

13/09/2022 – 13/12/2022 Bari, Italy
FULL STACK DEVELOPER JUNIOR Aulab

Website <https://aulab.it/>

31/12/2022 – 21/03/2023 Genova
GRAPHIC DESIGN Job Formazione

Website <https://www.jobformazione.com/>

08/08/2021 – 08/09/2021 Genova, Italy
FONDAMENTI DI MARKETING DIGITALE Google Digital Training

Website <https://skillshop.exceedlms.com/student/catalog>

15/12/2020 – 06/01/2021 Genova, Italy
HTML5/CSS3 Udemy

Website <https://www.udemy.com/>

01/06/2020 – 27/08/2020 Genova, Italy
MASTER IN E-COMMERCE MANAGEMENT Life Learning

Website <https://learn.lifelearning.it/>

24/06/2004 Genova, Italy
DIPLOMA DI MATURITÀ SCIENTIFICA

WORK EXPERIENCE

FULL STACK WEB DEVELOPER | TRACKING & ANALYTICS SPECIALIST – TWOW – 01/06/2023 – Current – GENOVA, ITALY

Full Stack Web Developer

- Design and define the technical architecture of websites and web applications, with a strong focus on performance, security, and scalability.
- Develop and oversee advanced WordPress solutions, including custom themes, plugins, and bespoke functionalities.
- Lead the implementation of complex integrations with external systems (CRM, marketing platforms, APIs, payment gateways).
- Optimize codebase, database queries, and infrastructure to improve reliability and page load performance.
- Conduct code reviews, define development best practices, and provide technical guidance to junior team members.
- Collaborate with internal stakeholders (marketing, design, project management) to drive technical decisions aligned with business goals.

Tracking & Analytics Specialist

- Define tracking and measurement strategies for websites, landing pages, and e-commerce platforms.
- Design and implement advanced tracking setups using Google Tag Manager and Google Analytics 4.
- Structure events, conversions, and funnels in alignment with performance marketing and CRO objectives.

- Oversee GDPR compliance through Consent Mode and CMP integrations, ensuring data accuracy and governance.
- Perform advanced user behavior analysis and translate insights into actionable optimization recommendations.
- Provide strategic analytics support to SEO and Paid Media teams by ensuring consistent and reliable data across platforms.

WEB DEVELOPER – WEB DESIGN PASNET – 01/03/2021 – 31/05/2023 – GENOVA, ITALY

- Design, development, and maintenance of responsive websites and web applications.
- Development and customization of WordPress themes and plugins, with a focus on performance, security, and scalability.
- Implementation of custom features and integrations using PHP, JavaScript, HTML, CSS, and modern libraries/frameworks.
- Integration of third-party services and tools (CRM systems, marketing tools, payment gateways, external APIs).
- Management of back-end logic and databases, including query optimization and application performance improvements.
- Ensuring cross-browser compatibility, accessibility, and mobile-first development.
- Collaboration with designers, marketers, and project managers to translate business requirements into technical solutions.
- Use of Git for code versioning and application of development and deployment best practices.
- Testing, debugging, and continuous maintenance of web projects.

● **SKILLS**

PHP | JavaScript | CSS | web programming | computer programming | Web Technologies: HTML5, CSS3 | Sass | CMS & Frameworks (Drupal, Laravel, Wordpress) | PHP Laravel framework (beginner) | Git/Github, Docker, Gitlab | WordPress | Google Analytics (GA4) | Google Analytics, Google Tag Manager, Google Ads | Figma & Sketch | Databases (MongoDB MySQL PostgreSQL) | Microsoft Office | work as a team | debug software | web based collaborative platforms | understand spoken English | Google Analytics, Google Tag Manager | Google Tag manager | Experience with PHP, HTML, Bootstrap, Javascript and Laravel framework | laravel - php framework | HTML, CSS, PHP programming | WordPress/WooCommerce | CMS Prestashop: buona conoscenza front-office, back.office e codice | Google Merchant | JavaScript Framework | Node.js e NPM | graphic design

● **LANGUAGE SKILLS**

Mother tongue(s): **ITALIAN**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DRIVING LICENCE**

Driving Licence: A
Driving Licence: B

● **HOBBIES AND INTERESTS**

Swim

Guitar

Trekking

● **PROJECTS**

TecnoTatti Costruzioni

Website creation

Link <https://www.tecnotatti.it/>

Storace & Associati

Website creation

Link <https://www.storaceassociati.it/>

Ministudio Architetti

Website creation

Link <https://ministudioarchitetti.com/>

Modus Architecturae

Website creation

Link <https://www.modusarchitecturae.it/>

Pasnet

Website creation

Link <https://pasnet.it/>

Alessandro Ardy

Website creation

Link <https://alessandroardy.com/>

Smarcode

Personal website creation

Link <https://www.smarcode.it/>

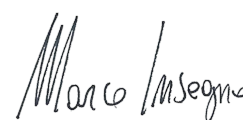
Tennis Tavolo Varazze

Website creation

Link <https://www.ttvarazze.it/>

I authorize the processing of personal data present in the CV according to the General data protection regulation 679/2016.

Genoa , 18/01/2026



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