



## **CM/IB 340 DIGITAL MARKETING, E-COMMERCE AND COMMUNICATION**

IES Abroad Rome

### **DESCRIPTION:**

The impact of digital technology on business and society has fundamentally reshaped the way companies operate and the way consumers behave. Over the past two decades, entire industries have been disrupted by digital players such as Alphabet (Google), Amazon, Apple, Meta, Microsoft, Alibaba, and by European and global startups like Airbnb, Uber, Dropbox, and others, whose innovative business models transformed expectations worldwide.

Retail, Media & Publishing, Entertainment, Financial Services, Education, Transport, and Travel — no sector remains untouched. Digital channels, platforms, omnichannel commerce, influencers, analytics, and automation have blurred the line between online and offline, turning digital into the default environment of modern marketing.

This course provides an overview of digital marketing, ecommerce, and communication. Through the analysis of real campaigns, emerging tools, and market trends, students will learn how to integrate digital levers into effective communication strategies. Case studies, practical exercises, and field studies with leading companies will help students understand the digital marketing landscape and develop strategic, data-informed solutions.

**CREDITS:** 3

**CONTACT HOURS:** 45

**LANGUAGE OF INSTRUCTION:** English

**PREREQUISITES:** Background in marketing and business-related fields (finance, financial accounting, entrepreneurship, economics) is recommended

**ADDITIONAL COST:** N/A

### **METHOD OF PRESENTATION:**

Lectures, class discussions, student presentations, case study analysis, outside research, and course-related trips, individual and group projects. The course is divided into curriculum and practice. The curriculum-based approach teaches the fundamental theories of ecommerce, digital marketing and communications. The practice approach teaches how to apply a method and a marketing strategy into a realistic digital marketing plan.

### **REQUIRED WORK AND FORM OF ASSESSMENT:**

- Participation – 10%
- Midterm Exam – 30%
- Individual Assignment – 20%
- Group Project – 40%

### **Course Engagement**

Class attendance and participation in discussions are essential to profit from this course. Readings are mandatory and will be part of the midterm and final exam. Students are asked to be proactive and interact during the lectures, e.g. bringing examples of their out-of-class experiences that can be related to the course.

Also, this course is fully integrated with Moodle, the IES online learning platform. Students will be required to actively access and interact with resources on this platform.

### **Midterm Exam**

The midterm exam will be taken in class and will consist of a questionnaire addressing topics covered during the first half of the course.



### Group Project

Students will have to work in teams to perform a group project assigned by the instructor at the beginning of the course.

The number of group members will depend on the number of class participants and will be defined after the first week.

Groups will have to work and meet outside class to complete the task they have been assigned. The group project requires each team to create a digital business, applying tools available online and presented during the course, with the aim of developing a valuable managerial output and understanding how to communicate with the target market.

The project consists in the creation of a digital strategy for a digital platform (website, Facebook page, newsletter, blog, etc.) created by the team and presentation of the performances.

### LEARNING OUTCOMES:

The goal of the course is to give students strategic and technical tools and approaches to understand and manage online business models and the impact of digital technologies. It also offers - through a series of case studies, exercises and workshops - basic knowledge to launch and manage an online business, covering strategic and technological analysis and enforcing basic tools to operate, creating from scratch a digital business, communicating this properly to the target market.

By the end of this course, students will be able to:

- Develop a digital marketing and marketing communications strategy
- Use social media, newsletters, SEO, and other digital marketing levers to take on the challenge of creating innovative solutions based on consumer and brand values that answer a specific problem
- Articulate the interconnectedness among marketing promotional activities needed to create successful internet marketing activities
- Utilize the terms, concepts, and methods used in advertising, PR, integrated marketing in terms of digital media channels and tools.
- Gain hands-on experience of Internet marketing technologies and techniques
- Build a non-transactional website or digital platform, including newsletter, social media pages, etc.

### ATTENDANCE POLICY:

As a member of our class community, you are expected to be present and on time every day. Attending class has an impact on your learning and academic success. For the reason, the IES Abroad Rome attendance policy allows for the following number of absences, which are intended to be used for physical and mental health reasons:

- THREE (3) absences in each Italian language course,
- **TWO (2) absences in each Area Studies course,**
- ONE (1) absence in each seminar course or course meeting 1 day a week, • ZERO (0) absences in each course of individual music instruction.

Every absence beyond this allowance will automatically result in a **penalty of 2 percentage points off the final grade**. SEVEN (7) absences will result in a failing grade in Italian language and Area Studies courses. FOUR (4) absences will result in a failing grade in seminar or 1-day-a-week courses. Failure to attend a scheduled exam, test, quiz, or presentation will automatically result in an F grade on that assessment.

### ACADEMIC INTEGRITY

Students are expected to abide by the IES Abroad Code of Academic Integrity. All work submitted by a student for academic credit should constitute the student's own original work. Any work submitted for academic credit may be subject to review by a textual similarity detection service for the detection of plagiarism and AI usage.



| Week                                   | Content                                                                                                                                                                                                                                                                                                                                                                   | Assignments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <b>Week 1</b><br><b>Session 1</b><br>. | <b>Introduction to the course and to Digital Marketing and the changes in the communications landscape</b> <ul style="list-style-type: none"> <li>• Course structure, expectations, assessment</li> <li>• Digital as default environment for marketing</li> <li>• How technology reshapes consumers and firms</li> <li>• Examples from Europe &amp; US markets</li> </ul> | <b>Reading:</b><br>“The evolution of marketing: navigating from traditional to digital”<br><a href="https://medium.com/easy-marketing/the-evolutionof-marketing-navigating-from-traditional-to-digital-2_d04f44a07d8">https://medium.com/easy-marketing/the-evolutionof-marketing-navigating-from-traditional-to-digital-2_d04f44a07d8</a>                                                                                                                                                                                                                                                                                                                                                        |
| <b>Week 1</b><br><b>Session 2</b>      | <b>Digital Marketing and the changes in the communications landscape</b> <ul style="list-style-type: none"> <li>• What is Digital Marketing?</li> <li>• From “traditional vs digital” to one integrated marketing system</li> <li>• Power shifts to connected customers</li> <li>• Intro to social + mobile + platforms</li> </ul>                                        | <b>Readings:</b><br>“Marketing 4.0: when online meets offline”<br><a href="https://www.marketingjournal.org/marketing-4-0-when-online-meets-offline-style-meets-substance-and-machine-to-machine-meets-human-to-human-philip-kotler-hermawan-kartajaya-iwan-setiawan">https://www.marketingjournal.org/marketing-4-0-when-online-meets-offline-style-meets-substance-and-machine-to-machine-meets-human-to-human-philip-kotler-hermawan-kartajaya-iwan-setiawan</a><br><br>“HubSpot’s Social Media Marketing Report”<br><a href="https://blog.hubspot.com/marketing/hubspot-blog-social-media-marketing-report">https://blog.hubspot.com/marketing/hubspot-blog-social-media-marketing-report</a> |
| <b>Week 2</b><br><b>Session 1</b>      | <b>Marketing strategy and the digital marketing mix</b><br><br>Product: <ul style="list-style-type: none"> <li>• Product as experience and service</li> <li>• Digital products, platforms and “features as marketing”</li> <li>• Value proposition and product–market fit</li> <li>• Case intro: peer-to-peer payment app</li> </ul>                                      | <b>Case Reading (before class):</b><br>“Venmo: Its Business Model and Competition”<br><a href="https://www.investopedia.com/articles/personal-finance/010715/venmo-its-business-model-and-competition.asp">https://www.investopedia.com/articles/personal-finance/010715/venmo-its-business-model-and-competition.asp</a><br><br><b>Short task:</b> come to class ready to map Venmo’s value proposition and “product” beyond the app itself.                                                                                                                                                                                                                                                     |

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| <b>Week 2</b><br><b>Session 2</b> | <b>Marketing strategy and the digital marketing mix</b><br><br>Place: <ul style="list-style-type: none"> <li>Digital distribution, platforms and marketplaces</li> <li>Role of marketplaces in modern retail</li> <li>Direct-to-consumer vs third-party platforms</li> <li>Channel conflicts and data ownership</li> </ul> | <b>Reading:</b><br>“2025 eCommerce trends: marketplaces, retail media, and more”<br><a href="https://www.mirakl.com/blog/2025-ecommerce-trends">https://www.mirakl.com/blog/2025-ecommerce-trends</a><br><br><b>Optional:</b><br>“Digital Disruptors: The Global Online Marketplace Landscape in 2025”<br><a href="https://www.euromonitor.com/article/digital-disruptors-the-global-online-marketplace-landscape-in-2025">https://www.euromonitor.com/article/digital-disruptors-the-global-online-marketplace-landscape-in-2025</a> |
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| Week                              | Content                                                                                                                                                                                                                                                                                                        | Assignments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <b>Week 3</b><br><b>Session 1</b> | <b>Marketing strategy and the digital marketing mix</b><br><br>Price: <ul style="list-style-type: none"> <li>Perceived value, reference prices and transparency</li> <li>Freemium and subscription models</li> <li>Bundling and tiered pricing</li> <li><b>Case focus: Spotify pricing strategy</b></li> </ul> | <b>Case Reading:</b><br>“Spotify Pricing Strategy Explained: How Spotify Uses Freemium To Grow”<br><a href="https://newswirejet.com/spotify-pricing-strategy">https://newswirejet.com/spotify-pricing-strategy</a><br><br><b>In-class:</b> short group discussion on how pricing supports acquisition, retention and ARPU.                                                                                                                                                                                                           |
| <b>Week 3</b><br><b>Session 2</b> | <b>Marketing strategy and the digital marketing mix:</b><br><br>Promotion: <ul style="list-style-type: none"> <li>Integrated marketing communications</li> <li>Role of paid, owned and earned media</li> <li>From campaigns to always-on promotion</li> <li>Creative + data loop</li> </ul>                    | <b>Reading:</b><br>“Integrated Marketing Communication: Strategies for Success”<br><a href="https://camphouse.io/blog/integrated-marketing-communication">https://camphouse.io/blog/integrated-marketing-communication</a><br><br><b>Optional example:</b><br>“What is an Integrated Digital Marketing Campaign?” –<br><a href="https://waltervoronovic.com/glossary/what-is-an-integrated-digital-marketing-campaign-explained">https://waltervoronovic.com/glossary/what-is-an-integrated-digital-marketing-campaign-explained</a> |
| <b>Week 4</b><br><b>Session 1</b> | <b>Digital Business Development</b> <ul style="list-style-type: none"> <li>From idea to digital business model</li> <li>Revenue models (ads, subs, marketplaces, SaaS, etc.)</li> <li>Growth levers: acquisition, activation, retention</li> <li>Preparing for the group project</li> </ul>                    | <b>Reading:</b> • “Power forward: Five make-or-break truths about next-gen e-commerce”<br><a href="https://www.mckinsey.de/capabilities/growth-marketing-and-sales/our-insights/power-forward-five-make-or-break-truths-about-next-gen-e-commerce">https://www.mckinsey.de/capabilities/growth-marketing-and-sales/our-insights/power-forward-five-make-or-break-truths-about-next-gen-e-commerce</a><br><br><b>In-class:</b> briefing for group project (digital business + digital marketing plan).                                |

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| <b>Week 4</b><br><b>Session 2</b> | <b>Digital Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Founder / manager perspective on digital business</li> <li>• From first customers to scaling</li> <li>• Role of experimentation and data in decision-making</li> </ul>                                                                                              | <b>Preparation:</b><br>Review group project brief.<br>Prepare 2–3 questions per team for the guest on: growth, channels, metrics.<br><br><b>After class:</b> short reflection note (individual, ½ page) on one insight from the guest lecture.                                                                                                                                                                                                                            |
| <b>Week 5</b><br><b>Session 1</b> | <b>Customer Relationship Marketing vs Email Marketing &amp; newsletter workshop</b> <ul style="list-style-type: none"> <li>• CRM as core of modern marketing</li> <li>• Email, automation and lifecycle journeys</li> <li>• Segmentation and personalization basics</li> <li>• Good vs bad newsletters (European and US examples)</li> </ul> | <b>Reading (before class):</b><br>“A Guide to Data-Driven Marketing: How Big Data Is Transforming the Digital Marketing Landscape”<br><a href="https://online.umn.edu/story/guide-data-driven-marketing-how-big-data-transforming-digital-marketing-landscape">https://online.umn.edu/story/guide-data-driven-marketing-how-big-data-transforming-digital-marketing-landscape</a><br><br><b>Optional:</b> pick one brand newsletter you like and be ready to explain why. |

| Week                              | Content                                                                                                                                                                                                                                                                                                                                                                                | Assignments                                                                                                                                                                                                                                                                                                                                                                        |
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| <b>Week 5</b><br><b>Session 2</b> | <b>Introduction to website analytics – Field Study (Luxury / CRM)</b> <ul style="list-style-type: none"> <li>• Basics of web analytics and tracking</li> <li>• Sessions, users, conversion rate, funnels</li> <li>• Role of tagging and events</li> </ul> <b>Field Study:</b> visit to a <b>luxury company</b> to see how CRM and digital clienteling support long-term relationships. | <b>Pre-visit reading:</b><br>“Augmented Reality Marketing: Benefits, Use Cases & Examples”<br><a href="https://www.shopify.com/blog/augmented-reality-marketing">https://www.shopify.com/blog/augmented-reality-marketing</a><br><br><b>Post-visit task:</b><br>Individual note (max 1 page): how CRM and data appear in the visit; one idea to improve digital–human integration. |
| <b>Week 6</b><br><b>Session 1</b> | <b>Recap and mid-term preparation &amp; Group presentation: digital marketing plan</b> <ul style="list-style-type: none"> <li>• Review of core concepts (4Ps in digital context)</li> <li>• Q&amp;A before midterm</li> <li>• Short presentations on initial group project ideas</li> </ul>                                                                                            | <b>Assignments:</b><br>Prepare 5–6-slide draft of your group’s digital marketing plan (problem, target, value prop, main channels, key KPIs).<br><br>No new readings, focus on revision and project.                                                                                                                                                                               |
| <b>Week 6</b><br><b>Session 2</b> | <b>Midterm exam</b>                                                                                                                                                                                                                                                                                                                                                                    | <b>Midterm written exam</b> (in class).<br><br>No readings assigned beyond general review.                                                                                                                                                                                                                                                                                         |

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| <b>Week 7</b><br><b>Session 1</b> | <b>Online Digital marketing context and Search Engine optimization</b> <ul style="list-style-type: none"> <li>• Role of search in consumer journeys</li> <li>• Keywords, search intent, on-page and off-page SEO</li> <li>• SEO vs paid search and how they work together</li> </ul> | <b>Reading (before class):</b><br>“What Is Search Intent? A Complete Guide for Beginners”<br><a href="https://ahrefs.com/blog/search-intent">https://ahrefs.com/blog/search-intent</a>                                                                                                                                                                                                                                                                                                            |
| <b>Week 7</b><br><b>Session 2</b> | <b>Social Media Marketing</b> <ul style="list-style-type: none"> <li>• Platforms comparison (US &amp; Europe)</li> <li>• Organic vs paid social</li> <li>• Content formats and algorithms</li> <li>• Influencers and creator economy</li> </ul>                                      | <b>Readings (before class):</b><br>“HubSpot Blog Social Media Marketing Report”<br><a href="https://blog.hubspot.com/marketing/hubspot-blog-social-media-marketing-report">https://blog.hubspot.com/marketing/hubspot-blog-social-media-marketing-report</a><br><br><b>Optional:</b> “10 Social Media Marketing Trends for 2024”<br><a href="https://strikesocial.com/blog/10-social-media-marketing-trends-for-2024">https://strikesocial.com/blog/10-social-media-marketing-trends-for-2024</a> |
| <b>Week 8</b><br><b>Session 1</b> | <b>Data Management: Big and Small Data</b> <ul style="list-style-type: none"> <li>• First-, second- and third-party data</li> <li>• Basics of data platforms and IDs</li> <li>• Intro to GDPR, privacy and consent</li> <li>• How regulation shapes digital strategies</li> </ul>    | <b>Reading (before class):</b><br>“A Guide to Data-Driven Marketing: How Big Data Is Transforming the Digital Marketing Landscape”<br><a href="https://online.umn.edu/story/guide-data-driven-marketing-how-big-data-transforming-digital-marketing-landscape">https://online.umn.edu/story/guide-data-driven-marketing-how-big-data-transforming-digital-marketing-landscape</a> (sections on privacy & regulation)                                                                              |

| Week | Content | Assignments                                                                                                                                                                                                                |
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|      |         | <b>Optional:</b> check EU GDPR overview<br><a href="https://commission.europa.eu/law/law-topic/data-protection/data-protection-eu_en">https://commission.europa.eu/law/law-topic/data-protection/data-protection-eu_en</a> |

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| <p><b>Week 8</b><br/><b>Session 2</b></p>              | <p><b>Consumer Behavior Online – Customer journeys online – Content calendar (Workshop) – Field Study (Film / Entertainment communication)</b></p> <ul style="list-style-type: none"> <li>• Online decision journeys and touchpoints</li> <li>• Mapping awareness → consideration → conversion → loyalty</li> <li>• Planning a simple content calendar</li> </ul> <p><b>Field Study:</b> visit to an <b>entertainment company</b> to discuss how digital communication supports releases and audience engagement.</p> | <p><b>Pre-visit reading:</b><br/>“Digital customer journeys: From awareness to advocacy”<br/><a href="https://www.qualtrics.com/articles/customerexperience/digital-customer-journey/">https://www.qualtrics.com/articles/customerexperience/digital-customer-journey/</a></p> <p><b>In-class workshop:</b> groups sketch customer journey + basic content calendar for a chosen brand.</p> |
| <p><b>Week 9</b><br/><b>Session 1</b></p>              | <p><b>Consumer Behavior Online – Online storytelling – Content strategy (Workshop)</b></p> <ul style="list-style-type: none"> <li>• Storytelling frameworks for brands</li> <li>• Matching narrative to audience and platform</li> <li>• European vs US examples of content strategy</li> <li>• Group work on content ideas for projects</li> </ul>                                                                                                                                                                   | <p><b>Reading (before class):</b><br/>“Brand Building in the Digital Age”<br/><a href="https://medium.com/%40vanessahinton/brand-building-in-the-digital-age-ba2831a5af91">https://medium.com/%40vanessahinton/brand-building-in-the-digital-age-ba2831a5af91</a></p>                                                                                                                       |
| <p style="text-align: center;"><b>SPRING BREAK</b></p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                             |
| <p><b>Week 10</b><br/><b>Session 2</b></p>             | <p><b>Online UX and Analytics – metrics, social analytics, web analytics – Field Study (Insurance / Attribution)</b></p> <ul style="list-style-type: none"> <li>• UX basics and conversion paths</li> <li>• Web &amp; social analytics beyond vanity metrics</li> <li>• Intro to attribution (last-click vs multi-touch)</li> </ul> <p><b>Field Study:</b> visit to an <b>insurance company</b> to explore how online leads are tracked through offline conversion and how attribution is handled.</p>                | <p><b>Pre-visit reading:</b><br/>“Building a Seamless Customer Journey Across Digital Channels”<br/><a href="https://www.business.com/articles/omnichannel-customer-journey">https://www.business.com/articles/omnichannel-customer-journey</a></p> <p><b>Post-visit task:</b> short note (max 1 page) on online/offline data gaps you observed and how you would improve attribution.</p>  |

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| <b>Week 11<br/>Session 1</b> | <b>Digital Marketing Plan Workshop</b> <ul style="list-style-type: none"> <li>• From insights to strategy</li> <li>• Objectives, target, positioning, budget</li> <li>• Channel and content mix</li> <li>• KPI tree and measurement plan</li> </ul>                                       | <b>Assignments:</b><br>No new reading – teams work on their digital marketing plan.<br><br>Bring a draft one-page strategy (objective, target, key channels, 5–7 KPIs).                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Week</b>                  | <b>Content</b>                                                                                                                                                                                                                                                                            | <b>Assignments</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Week 11<br/>Session 2</b> | <b>Social media listening</b> <ul style="list-style-type: none"> <li>• From monitoring to listening</li> <li>• Tools, dashboards and sentiment</li> <li>• Using social data for insight and optimization</li> </ul>                                                                       | <b>Reading:</b><br>“Social Listening: A Complete Guide for 2025”<br><a href="https://www.sprinklr.com/blog/social-listening">https://www.sprinklr.com/blog/social-listening</a><br><b>Optional:</b> • “Social Media Listening 101: A Practical Guide for Researchers”<br><a href="https://www.insightplatforms.com/social-media-listening-101">https://www.insightplatforms.com/social-media-listening-101</a>                                                                                                                                                                                                                   |
| <b>Week 12<br/>Session 1</b> | <b>Artificial intelligence in marketing</b> <ul style="list-style-type: none"> <li>• Where AI already fits in the marketing stack</li> <li>• Generative AI for content and insight</li> <li>• Risks, ethics and bias</li> <li>• Skills marketers need in an AI-augmented world</li> </ul> | <b>Readings (before class):</b><br>“How Generative AI Can Boost Consumer Marketing”<br><a href="https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/how-generative-ai-can-boost-consumer-marketing">https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/how-generative-ai-can-boost-consumer-marketing</a><br><br><b>Optional:</b><br>“Open Source, AI, and the Future of Marketing Automation”<br><a href="https://mautic.org/blog/open-source-ai-and-the-future-of-marketing-automation">https://mautic.org/blog/open-source-ai-and-the-future-of-marketing-automation</a> |
| <b>Week 12<br/>Session 2</b> | <b>Final Project Guidelines for Submission</b> <ul style="list-style-type: none"> <li>• Structure and expectations for final presentation and report</li> <li>• Q&amp;A on scope, metrics, and evidence</li> <li>• Time to clarify doubts on project, exam and concepts</li> </ul>        | <b>Assignments:</b> No new readings.<br><br>Finalize group project and slides for <b>final presentations</b> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Week 13<br/>Session 1</b> | <b>Review</b>                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Week 13<br/>Session 2</b> | <b>Final exam/group project</b>                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

**INSTRUCTOR PROFILE - Davide Campofredano:**

Davide Campofredano is a senior manager with more than fifteen years of experience in marketing, data analytics, and digital transformation. He is COO and co-founder of luxeview.ai, an AI-driven platform focused on data privacy and digital risk assessment, and a partner at Cavallo Consulting & Partners, where he oversees strategic projects at the intersection of communication, technology, and performance management.

He has held leadership and consulting roles in major organizations including Havas Media Group, Save the Children, and Italiaonline. Davide also co-founded F2 Innovation, a data analytics and digital advisory firm, and has extensive experience supporting companies in aligning strategy, CRM, and measurement.

He has teaching experience in Digital Marketing, CRM, and Attribution Models at LUMSA University, LUISS Business School, and Sole 24 Ore Business School, and is the author of a SAGE Business Case on data-driven decision-making.

LinkedIn: <https://www.linkedin.com/in/davidecampofredano/>