Filippo Zanotti

AI consultant for SMEs

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Ferrara, Italy · available remotely across Italy, Switzerland and the EU · on site for kick-off and workshops

PROFILE

Digital entrepreneur since 1995 and AI consultant for SMEs. I personally build AI systems that save hours of work and bring in customers: staff attendance via WhatsApp, daily Google Ads analysis with human approval, websites, online shops and digital contracts. I combine thirty years of running businesses (costs, staff, suppliers, customer acquisition) with the ability to build and run software with AI agents, automated tests and controlled releases.

KEY RESULTS

- About **€400,000 of Google Ads** managed since 2015 for a multi-brand company; **cost per lead −38%** on one brand with a new landing page (2026).
- **Staff attendance via WhatsApp** in daily use since 3 September 2026; 36,054 work messages analysed for the next modules; about 6,000 automated tests.
- **A system that runs on its own on a server** since 13 September 2026: 10 services, 3,830 automated tests, 55 updates with roll-back.
- **pepos.net advertising network** (2005): 3,105 member sites, 226 million ad impressions, €44,688 paid to publishers.

EXPERIENCE

DOJI STAR d.o.o. (Dojistar) · Founder and consultant — 2008 – present

Kruševac, Serbia · operating base Ferrara, Italy · Brand since 2008, company since 27 October 2016 (IT consulting).

AI consultant for SMEs — 2025 – present

- Assessment, build and go-live of AI systems for staff, customers and documents, with human approval on actions that cost money or affect people.
- Building with AI agents (Claude Code) under written rules: automated tests, separate environments, releases with roll-back.
- Formats: fixed-price assessment, build, fractional head of AI; collaborations with agencies and software houses.

Customer acquisition and digital systems for a family business — 2015 – present

- One of Italy's largest breeding businesses, several brands and websites. Google Ads across several accounts: about €400,000 spent since 2015; since 2026 daily analysis with AI agents through the official API, changes only after approval.
- 42 landing pages generated from templates; conversion tracking with server-side tag manager and consent; cost per lead −38% on one brand.
- Custom web platform (Symfony) with atomic updates and roll-back; WooCommerce shop reorganised via API (1,109 → 607 products); digital contracts app with 4 signatures on a tablet.
- WhatsApp-first staff system in Python: attendance in production, rotas and tasks being released.

Online advertising and Google Ads — 2008 – 2015

- Google Ads campaigns, websites and affiliate programmes for my own businesses.

EXPERIENCE (continued)

Giustopeso srl · Management and digital systems — 2010s

Ferrara

- Chain of weight-loss centres with a nutrition programme and an online shop.
- Commissioned and funded the multi-store version of the open-source management system Promogest (Python, PostgreSQL).

Mediaplan srl · Founder — 2003 – 2008

Ferrara

- Web agency and software house: websites, software, networks and web marketing for local companies; about 200 websites managed in 2004. IT training and teaching.
- pepos.net (2002-2005): pay-per-click and banner-exchange network for webmasters; in December 2005, 3,105 member sites, 226 million impressions, 893,772 clicks, €44,688 paid to publishers.

cercamici.it · friendsfinder.net · Creator and developer — 2000 – 2001

- One of the first Italian dating and friendship networks: ads, chat, forums, SMS, affiliate programme. 210,864 visits in May 2001.

Artcom · Co-founder — 1995 – 2002

Ferrara

- One of the first internet providers in Ferrara: connectivity, websites and advertising for companies.
- Late 1990s: freelance ASP developer for one of the first web agencies in town.

SKILLS

Artificial intelligence
Systems with AI agents and language models; automations with human approval; analysis of processes and unstructured data (chats, documents). Claude Code, Claude, ChatGPT.

Software
Python, PostgreSQL, PHP/Symfony, REST APIs, WhatsApp Business API, Google Ads API, Linux servers, automated tests, releases with roll-back.

Marketing and sales
Google Ads, conversion tracking with server-side Google Tag Manager and consent, landing pages, technical SEO, WordPress, WooCommerce.

Business
P&L, staff, suppliers, pricing and contracts; process analysis; work with accountants and advisers.

EDUCATION

Industrial technical diploma · ITI Nicolò Copernico, Ferrara (Italy) · 1990

LANGUAGES

Italian native · English conversational · Serbian basic

HOW I WORK

Fixed-price projects, ongoing part-time engagements as a fractional head of AI, collaborations with agencies and software houses. Remote first; on site for kick-off, workshops and go-live. Invoicing through DOJI STAR d.o.o.