

Enton Thaci

Via XI Settembre n.14, Campogalliano (MO), 41124, Italy
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Professional Experience

Founder & CEO

Incrementa – Modena | www.incrementa.tech

March 2020 – Present

As founder and CEO, I oversee the strategic, commercial, and creative development of the agency.

Over the years, I have led digital marketing campaigns in the educational and cultural sectors for both public and private clients, including MUNER, the University of Parma, Fondazione Marco Biagi, and numerous training institutions.

Since 2024, I have launched **"Invisibili Produzioni"**, an in-house film production unit focused on social documentaries. The first project, *"Senza di Loro"*, is a documentary on the inclusion of people with disabilities, currently in the final stages of production.

Audiovisual and Cultural Projects

Invisibili Produzioni – Documentary Film Unit of Incrementa

Role: Executive Producer

- Concept development of documentary formats with a social and cultural focus
- Creative direction and artistic supervision of the documentary *"Senza di Loro"*
- Coordination of a regional network of professionals (directors, editors, sound designers, writers)

- Strategic planning and multi-channel communication for project dissemination
 - Project writing for regional and national cultural funding programs
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Vice President

inTandem – Modena | www.intandem.it

March 2020 – Present

As Vice President, I have been responsible for the commercial development of the cooperative, from the design of therapeutic centers to digital marketing strategies and brand positioning.

President

inTandem – Modena | www.intandem.it

June 2015 – February 2020

Since the founding of inTandem, I have been involved in setting up internal processes, brand identity, and public relations.

I managed stakeholder relationships within the social sector and led all marketing and communication activities for the brand.

Educator

Domus Assistenza – Modena | www.domusassistenza.it

January 2012 – September 2018

- Provided educational support to people with disabilities
- Designed integration programs within classroom groups
- Developed learning facilitation strategies

Education

M.A. in Communication and Marketing Psychology

Sapienza University of Rome

October 2016 – December 2018

Final Thesis: *Service Design for the Innovation of an eLearning Platform: The Case of inTandem Formazione*

Grade: 110 cum laude (with honors)

Main courses:

- Neuroeconomics and Neuromarketing
- Persuasion and Interpersonal Influence
- Web Marketing and Social Representations
- Organizational Psychology and Innovation
- Media and Communication Sociology
- Consumer Psychology
- Research Techniques and Organizational Processes

B.A. in Psychological Sciences and Techniques

University of Parma

October 2011 – October 2015

Final Thesis: *Video Modeling in the Treatment of Autism Spectrum Disorders*

Main courses:

- Educational Psychology
 - Developmental and Work Psychology
 - Neuroscience and Psychopathology
 - General Psychology and Research Methods
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**Technical High School – Electronics and Telecommunications
Enrico Fermi Technical Institute**

Volunteer Experience

- **Summer Holiday Camps for People with Disabilities** – Municipality of Modena (2010, 2011, 2012)
 - **Civil Service Volunteer** – Center for Acquired Disabilities, Modena (October 2010 – October 2011)
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Languages

- **Albanian:** Native
 - **Italian:** Native
 - **English:** Good working knowledge
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Skills

- Microsoft Office Suite
- Adobe Illustrator
- Canva for social media graphics
- Social media platforms: Meta Business Manager (Facebook), Instagram, LinkedIn
- Web marketing tools: Google Ads, Google Analytics, Mailchimp
- Event and conference organization on social topics
- Course organization for inTandem Formazione
- Strong interpersonal and team management skills
- High stress tolerance and problem-solving mindset

Additional Information

Former rugby player — a sport that taught me teamwork and dedication.

Passionate about food and wine, I completed the first-level ONAV course as a Wine Taster.

Willing to travel and/or relocate.