

Antonio Mario Cau

Technology & Business Strategy Consultant

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Portfolio: [your-portfolio-url] | Available for remote work, worldwide

PROFILE

Digital and technology consultant working across a business at 360 degrees, online and offline. I turn ideas into working products, websites, apps, custom software and tools, and take care of everything around them: IT, infrastructure and hardware, online visibility, AI and automation, creative and multimedia content, technical documentation and team training. I direct the projects and coordinate the interdisciplinary teams behind them, as the one person responsible for the result. Solid technical grounding with a clear business view, using modern tooling and AI to deliver work that is reliable and measurable. Bilingual Italian and English, remote, available worldwide.

CORE EXPERTISE

Web, Apps & Software: Websites, web and mobile apps, e-commerce and custom software, including blockchain and Web3: any idea turned into a working app, tool or utility, performance-oriented and easy to manage.

Online Visibility & Growth: Search and local visibility, content and advertising that put the business in front of the right audience and turn attention into qualified leads and sales.

IT, Infrastructure & Security: IT and infrastructure end to end: servers, hosting and databases, hardware and devices, migrations, backups and recovery, security and the remediation of compromised environments.

AI, Automation & Productivity: Applied AI and automation that streamline operations, internal tools and employee productivity: removing repetitive work, integrating systems, and doing more while keeping data under control.

Strategy & Project Leadership: From the business goal to a delivered result: I direct projects and coordinate interdisciplinary teams as the person ultimately responsible, bringing the analysis behind each decision, clear communication and reliable delivery on complex projects with many moving parts.

Design, Brand & Multimedia: Brand and visual identity, graphics, video, music and audio, and multimedia content, with a clean, credible user experience across every touchpoint.

Documentation & Training: Clear technical documentation, guides and internal knowledge bases, plus training that gets a team comfortable and productive with their tools.

EXPERIENCE

Independent Technology & Business Strategy Consultant

2024 - Present

Self-employed - Sassari (IT) / Poznań (PL)

Single digital partner for SMEs and brands, across web, visibility, infrastructure and AI.

- Advise on and deliver across clients' digital and technology needs: web, apps and software, IT and infrastructure, security, internal tools and productivity, project leadership, and the strategy that connects them.

Featured Engagement - Digital Operations & Strategy Lead

Jul 2025 - Present

Acting as the executive lead for the entire online side of a group spanning hospitality, IT services and a multi-country e-commerce network.

- Run the whole online operation: I set the digital strategy and implement it, coordinate the people who deliver it, and work directly with the owner.
- Build and manage the websites, e-commerce and online storefronts across the group's businesses, handling design, content, bookings and organic growth across several markets and languages.
- Recover and secure critical situations: rankings lost on foreign markets, environments consolidated onto reliable hosting, and compromised portals brought back and made safe.
- Run visibility, advertising, local search and analytics across all properties, with AI and automation to cut repetitive operational work.

Technical Writer - DeFi / Web3

2023

- Authored and maintained technical documentation, white papers and roadmaps for DeFi projects, including investor-facing documentation that translated complex blockchain technology into clear, accessible material.

Community, Creative & Content Lead - Digital / Web3

2023

- Managed communities across social and chat platforms (Telegram, Discord, X), handled online crisis communication, and ran growth and retention strategies.
- Created visual content, brand identities and logos; developed creative concepts for products and services.

Project Manager - Crypto & DeFi

2022

- Led complex crypto/DeFi projects: goal definition, resource planning, risk management and cross-functional coordination, with transparent stakeholder communication and on-time delivery.

Blockchain & DeFi

2021

- Worked on blockchain and DeFi projects in international teams, across smart-contract and token deployment and security reviews.

Independent Trader & Investor

Since 2021

- Independent, analytical trading and investing across crypto, forex and CFDs, with a focus on technical and fundamental analysis and risk management.

Freelance Web Developer

2019

- Designed and built responsive websites with online booking, social integrations and e-commerce, using analytics to drive improvements.

Community Ambassador - Travian Games GmbH

2018

- Bridged the Italian player community and developers: ran online events, moderated forums and social channels, and carried out quality assurance and testing, relaying feedback and collaborating on development ideas with the Portalarium team, including Ultima Online creator Richard Garriott.

IT Hardware & Software Technician

Since 2014

- Custom PC assembly and configuration; hardware/software diagnostics and repair on desktops and laptops; system maintenance, upgrades and Windows optimization.

EDUCATION

University of Sassari - Faculty of Political Science

2017

Degree in Communication Science and Information Engineering

Scientific High School (Liceo Scientifico)

2010

Secondary school diploma

TRAINING & CERTIFICATIONS

- **Software Engineering Certificate** - IBM
- **Financial Markets Analysis & Trading** - with Massimo Morvillo, Financial Advisor (2025)
- **Credit Recovery / Debt Collection Agent** - EuropaFactor - professional training plus a 3-month co.co.co. collaboration
- **One-to-One Forex / CFD Coaching** - FareTrading SRL (2023)
- **Effective Communication** - Fondazione Rui, Sassari (2011)

LANGUAGES

Italian (native) - English (Advanced, C1)

AWARDS

Shroud of the Avatar 'Welcome to New Britannia' Trailer Contest (2017) - 1st place, Portalarium, with a letter of recognition from Executive Director Richard Garriott and a mention during the official community livestream.

INTERESTS

At home across the whole technology and blockchain world, and comfortable finding my way around financial markets. Hands-on passions span AI, Web3 and automation; game design and development; graphics, video and digital music; retro tech and design; and the tools and habits that sharpen focus and productivity.