Alessandro Maciariello

Passionate about building products and the businesses around them.

● Available for internship · Jan 2027
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01 Profile

Third-year BSc student in Business Creation & Entrepreneurship at H-FARM College (University of Chichester). Co-founder of Desmerk, a D2C home-gym equipment brand, and Strategy Advisor at Unitopia, a tech and innovation media page.

02 Experience

Co-founder, Desmerk · home-gym equipment

Ongoing

Frustrated by the home-gym equipment on the market, my brother and I started designing our own. Today we design and produce equipment that takes up very little space and is extremely versatile.

- Ran every function end to end: product design and optimisation in CAD, supplier sourcing and management, Shopify store setup and front-end design, social content, shipping, customer service, vision and strategy.
- Took the first product from rough MVP to production through four versions, based on customer feedback, returns and shipping data. Every batch sold out.
- Acquired the first customers through cold outreach to personal trainers, then scaled with short-form video and paid ads.
- Developing compact, high-margin products to raise the average order value. Recruited and managed the first collaborators. Patent pending; pre-orders for the flagship product open soon.

30+	40+	Pending
product iterations	satisfied clients	patent application

Strategy Advisor, Unitopia · tech and innovation media

2024 — 2026

- Set the content direction and formats that took the page from 6,000 to 200,000+ followers across social platforms.
- Repositioned the page from faceless to founder-led.
- Designed and built the previous website in Framer.
- Supported the first sponsorship deals with Higgsfield, H-FARM, Bitget and smaller companies.

Earlier experience

2025 — 2026	**Pizza delivery rider** · during university
2024	**Warehouse worker**, FedEx · summer before university
2023	**Production intern**, Parpas S.p.A. (machine tools) · school placement
2022	**Mechanical design assistant**, mechanical design studio · summer

03 Education

2024 — 2027	**BSc Business Creation & Entrepreneurship**, University of Chichester (UK), delivered at H-FARM College, Roncade (TV) · expected June 2027
2018 — 2023	**Technical Diploma in Mechanics and Mechatronics**, ITIS G. Marconi, Padova

04 Skills

Venture & Strategy	Product	E-commerce & Growth	Design & Build
Market research, customer discovery	MVP development and iteration	Shopify store design, management	Framer (advanced)
Competitor analysis, positioning	CAD: Shapr3D, Fusion 360, Inventor	Short-form video content	Figma (beginner)
Business modelling	Supplier sourcing, negotiation	Paid ads (beginner)	AI tools: Claude Code, Claude Design
Demand testing with smoke tests		Cold outreach, first sales	

05 Additional

2024	**NASA Hackathon**, H-FARM
Challenge	**Corporate innovation challenge** with Gelateria La Romana
High school	**Ranked 2nd out of 150+ students** in the selection for an exchange programme with a German partner school
Languages	**Italian** (native) · **English** (C1)

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