

Darko Monzio Compagnoni

Seeking a Transition from Marketing to a Data Role

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DATA ANALYSIS PORTFOLIO

- [Performed analysis of the gaming industry](#) (SQL, Tableau | Data Cleansing, Data Visualization)
 - [Optimized online sports retail revenue](#) (SQL | Data Manipulation, Data Aggregation, CTE, Statistics)
 - [Visualized website traffic on Google Merch Shop](#) (Looker | Data Visualization)
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WORK EXPERIENCE

Content & Social Media Manager *Productsup*

Sep 2021–Jul 2023

- Successfully oversaw content and social media strategy for a technology company, leading to a notable 200% growth in followers over one year.
- Created and implemented a gamification program aimed at enhancing employee engagement in social media advocacy, resulting in a significant 75% increase.
- Generated performance reports for digital channels, employing a data-focused methodology to effectively measure and evaluate achievements.

Social Media Marketing Consultant *The Customer Catalyst (part-time)*

Sep 2020–Nov 2021

- Developed and executed effective social media marketing strategies, leading to a significant increase of 400% in LinkedIn followers and 100% in Twitter followers.
- Actively tracked and analyzed industry events, including "The Customer Catalyst Conference," to stay informed about emerging trends and deliver valuable insights to the team.
- Consistently optimized campaigns, resulting in improved engagement, heightened brand visibility, and ultimately driving revenue growth.

Digital Engagement Specialist *Riff Digital Engagement (part-time)*

Sep 2020–Aug 2021

- Monitored and analyzed customer feedback to improve products and services, as a Digital Engagement Specialist at a leading online platform.
- Utilized a range of social media and online tools to actively track customer interactions, ensuring timely responses to inquiries and concerns.
- Fostered effective communication and collaboration with product specialists, resulting in a notable 30% improvement in customer satisfaction.

Global External Communications Intern *Signify (Philips Lighting)*

Aug 2019–May 2020

- Coordinated and optimized organic social media strategy, driving engagement and increasing brand awareness.
- Monitored news coverage and curated a bi-weekly newsletter, reaching a substantial subscriber base of 500 individuals and effectively keeping the team informed and up-to-date.
- Successfully executed daily tasks, leading to increased social media engagement and improved internal communication.

EDUCATION

University of Amsterdam *MSc in Communication Science - Corporate Communication*

Feb 2019 - Feb 2020

Thesis: Implementing a chatbot that affects an organization's Net Promoter Score: The mediation effects of Social Presence and Perceived Ease of Use