

# Darko Monzio Compagnoni

Seeking a Transition from Marketing to a Data Role

[Data Analysis Portfolio](#)

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## WORK EXPERIENCE

### Content & Social Media Manager *Productsup*

Sep 2021 - Present

- Successfully oversaw content and social media strategy for a technology company, leading to a notable 200% growth in followers over a one-year period.
- 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.

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## 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

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## SKILLS

- Proficient in Excel, Google Sheets, SQL, and Python for data analysis
- Skilled in data visualization using tools like Tableau, Looker Studio, Excel, and Google Sheets.
- Experience in collecting, cleaning, and transforming raw data into usable formats.
- Ability to perform exploratory data analysis to identify trends, outliers, and insights.
- Knowledge of statistical analysis techniques and their application in solving business problems.