PAOLO DU

+39 3398988794 ⋄ Milan, IT

shengqian.du@studbocconi.it ⋄ www.linkedin.com/in/paolodu ⋄

EDUCATION

Master of Science in Marketing Management   Expected 2024
Bocconi University
Relevant Courseworks: Market Research, Strategic Marketing and Analytics, Understanding Consumer Behavior

Bachelor of Science in Business Administration and Management   2019 - 2022
Bocconi University
Thesis Title: "Sentiment Analysis on Twitter Comments: Tesla Case Study"

SKILLS

Technical Skills	Excel, SPSS, Python
Language Skills	English, Spanish, Chinese
Soft Skills	Critical thinking, Problem solving, Teamworking

EXPERIENCE

Advertising Specialist   Jun 2023 - Current
Turnover   *Milan, IT*

- Creating and managing objective-designed PPC campaigns on Amazon
- Optimizing budget, search-terms and bidding using **AmazonAds** and **Perpetua**
- WoW reporting to Advertising and Account Managers using **Power BI**

Digital Marketing Intern   Aug 2021 - Oct 2021
Italfrigo Service Srl   *Milan, IT*

- Monitored a social media campaign for the lauch of a new product line
  using **Creator Studio**, **Business Suite**, and **Business Manager**.
- Analysed KPIs for website SEO using **Google Analytics**
- Helped redesigning the website using **Wordpress** and **Elementor**.

PROJECTS

Customer Base Segmentation in EdTech Industry
Performed Factor analysis, Cluster Analysis and Multiple Linear Regression by using **SPSS**.

Marketing Plan for Schwarzkopf
Performed market research in the Haircare Industry and customer behavior analysis in order to define an innovative marketing retailing mix using **Excel** and **SPSS**.

Brand Awareness Analysis through Twitter Sentiment Analysis
Gathered Twitter comments on Tesla to analyse the general perception of the brand and the sentiment polarity after the launch of the model CyberTruck, by using **Python**.