



CONTACTS

- 09-09-1996
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LANGUAGES

- Italian: ● ● ● ● ○
- English: ● ● ● ○
- Spanish: ● ● ○

SKILLS

- Microsoft Excel
- Microsoft PowerPoint
- Google Analytics
- Google Ads
- Contentsquare
- Photoshop
- Canva
- CapCut
- MacOs
- Windows

AWARDS

- First place in Oral-B business game - P&G (2020)
- Best class leader (2020)

ROSARIO BACCINI

WORK EXPERIENCE

Digital Strategy Analyst

Accenture | Apr 2022 - Ongoing

Industry: Luxury Fashion

- Analysis & reporting to monitor client performance with Google Analytics and PowerPoint
- Deep-dive and ad-hoc analysis to support decision-making using Google Analytics and PowerPoint
- Reporting adjustment for GA4 migration
- Reporting migration from Universal Analytics to GA4
- UX analysis and insights with Contentsquare

Project supervisor for the "Brand & product management" course

Università LUISS Guido Carli | Jan 2021 - May 2021

- Supervision of social activities of Luiss Future Makers' YouTube and TikTok profiles
- Student support and deadlines management

EDUCATION

Master Degree in Marketing - Market relationship & customer engagement

Università LUISS Guido Carli | Sep 2019 - Oct 2021

Thesis title: Country of origin matters - The effect of perceived origin in football sponsorships

Relevant courses: Brand & product management, Consumer behavior, Web analytics & marketing

Final grade: 110/110 and praise

Bachelor Degree in Business administration

Università degli Studi di Napoli - Federico II | Sep 2015 - Oct 2018

Final exam subject: Financial statement analysis

Relevant courses: Economics & business management, Statistics, Marketing

Final grade: 95/110

ACTIVITIES & INTERESTS

Volunteering

Fundraising in favour of Croce Rossa Italiana during the first wave of the COVID-19 pandemic, as part of the "Unita" initiative

Certifications

Google Analytics | Google Ads Search | Google Ads Display | Looker Studio | Contentsquare | Mapp Intelligence | ECDL | Europass Mobility | EFSET: C2

Interests

Graphic Design | Music | Sport | Photography | Videogames