GIULIA VECCHI
Business Architecture - Digital Marketing Analyst

PERSONAL DATA

Place and date of birth: Sassuolo (MO), 23/05/1993

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SKILLS

Good ability to adapt to multicultural environments, obtained thanks to study experiences abroad.
Languages:

Inglese: Very good (B2)
               (IELTS Certification)

Spagnolo: Good (B1)

Team working and desire to collaborate in a team

Determined, even in problem solving situations.

Good communication skills obtained thanks to the management of the direct relationship with clients, experiences abroad

IT AND TECHNOLOGICAL SKILLS

Data Management Platform – DMP (Adform DMP Certification: **2022 Mapp Acquire** Certification: **2023)**

Amazon ADS DSP – Certification 2023

Adobe Experience Platform (CMS)

Atlassian - Jira

Google Analytics - Self Studying (Certification: January 2022)

Office Suite, in particural Excel, Word, PowerPoint, Outlook.

Social Media: I often interface with Team Media for cross projects,in order to determine which KPI taking into account and for analysing results. Through team working in Oikosmos, sponsorship and organization of events at the University

Propensity to use technological platforms to define digital strategies to support sales, based on analysis and reports. I prefer teamworking because it allows for greater professional growth and development of personal skills. I love to combine the analytical part with creativity to identify the best strategy.

WORKING EXPERIENCES

January 2021-Present	**Accenture Song Italia** - **Digital Marketing Analyst	Business Architecture Analyst** • Functional role in Team Commerce for the implementation of new website through CMS Adobe Experience Manager. o Customer interface for requirements collection and activity planning. Relationship with the agency and client for the definition of **UI/UX strategies.** Testing, Configuration and Bugfixing • Consulting and customer support for assessment and implementation of online traffic data processing platforms. • Specialization in platforms (DMP) for collecting and managing data for optimizing advertising investments and improving the Customer Experience. • Development and planning of data-driven strategies for media campaigns • KPI monitoring and Data analysis and online traffic reports
March 2020-December 2020	**Accenture Italia** Extra-curricular internship in Area Interactive
October 2017-March 2019	**Team Member Oikosmos** Non-profit student association for the creation of university events in the marketing field
October 2016/January2017	**BOXTOSI s.p.a.** Internship in Commercial Area and Marketing team The company deals with corrugated cardboard packaging. It is under development and innovation.

EDUCATION

November 2017-March 2020	**University of Parma** Master's Degree in **Trade e Consumer Marketing** **Degree Thesis:** *Food packaging: analysis of the emotional impact generated by the material*
September 2018/January 2019	**Erasmus at Vilnius University (LT),** where I took 5 exams in English
March 2019/October2019	**Market Research and Product Innovation** Laboratory **CRM** Laboratory
May 2017/July 2017	**Studies at the British Study Center, Brighton (EN) -** Achievement of IELTS B2 Certification
April 2017	**University of Modena and Reggio Emilia** **Degree in Economics and International Marketing** Study of economic subjects with specialization in Marketing and additional study of English and Spanish languages
	High school diploma - Istituto Tecnico Linguistico F. Selmi (MO) Languages: English, Spanish, French. Summers courses in Brighton, Malta, LA.

ADDITIONAL INFORMATION

Passion for sport: I am a sports enthusiast in general, especially football. Captain of a women's soccer team that participates in the Emilia-Romagna championship. My passion for sports has instilled in me valuable qualities such as perseverance, discipline, and teamwork. These skills translate well into my professional life, where I apply a focused and goal-oriented mindset to consistently achieve results.