# Ester Pinna

✉ info@esterpinna.it

☎ +39 3403154380
+34 663724720

🌐 [esterpinna.it](esterpinna.it)

📍 Trieste, Italy
Barcelona, Spain

## Professional Profile

My career as a Social Media Advertiser originated from my innate curiosity about human behavior and the data underlying online interactions. This journey has honed my **analytical skills and understanding of user behavior**, fostering a critical approach to data analysis.

Currently, **my professional ambitions are evolving towards more advanced data analysis**. I'm seeking opportunities that allow me to deepen these skills, **aiming to merge my marketing experience with rigorous data analysis** to optimize business strategies and drive decisions based on concrete insights.

## Projects

GitHub Repository   Kaggle Works   Medium Articles

## Skills

SQL   R   Power BI   Tableau

Excel/Google Sheets

Looker   Google Analytics

Meta Business Manager

Mailchimp/Klaviyo

## Soft Skills

Empathetic Communication

Focus on finding Long-term solutions

Curiosity and Continuous Learning

Time and Priority Management

## Certifications

**Data Analytics Professional Certificate**
(Analytical skills, Excel, SQL, Tableau, R)

**Data Camp**: SQL, R, Power BI, Tableau (in progress)

## Languages

Italian    ● ● ● ● ●
English    ● ● ● ● ○
Spanish    ● ● ● ○ ○

## Professional Experience

> **Social Media Advertiser**

Self-Employed | 2020 - Present

- Optimizing social media campaigns, managing ad budgets and targeting for optimal results through data analysis and A/B testing.
- Delivering insights via data-driven reports.
- Generating leads and crafting converting content.
- Managing and prioritizing multiple projects and client relationships effectively.

> **Quality and Communications Manager**

Trieste, Italy | 2017 - Present

- Dedicated to elevating product excellence through sensory analysis.
- Created a communication ecosystem.

## Education

### Public Relation and Marketing

University of Udine | 2010

Improved my understanding of **human behavior** and what drives individuals.
I learned essential skills in **marketing analytics.**

### Economic Studies

University of Trieste | 2005 - 2007

This experience significantly deepened my understanding of **economic and statistical concepts.**