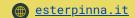
Ester Pinna

info@esterpinna.it

+39 3403154380 +34 663724720



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

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.