Chiara Coletta

Marketing Analyst

I'm a motivated professional transitioning into marketing analytics, with a background in business consulting, market research, and data analysis. Currently strengthening my skills in SQL, Python, Google Analytics, and data visualisation, with a focus on turning insights into smarter marketing decisions. Fluent in English, experienced in international settings, and recently relocated to Denmark.

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Skills & Tools

Analytics & Data Tools
Excel
Power BI
Tableau
SQL
Python
Power Point

Frameworks & Methodologies
OSEMN Framework
KPI Tracking
Campaign Performance Analysis
Customer Segmentation

Marketing Analytics
Google Analytics (GA4)
A/B Testing
Meta Analytics

Languages

Danish (beginner)
English (fluent - IELTS Certified)
Italian (native)
French (beginner)

Hobbies & Interests

I've been a **dancer** all my life.

I'm a big fan of **pop-punk music** (I'm learning drums soon) and love going to pop-punk concerts whenever I can.

I also really enjoy doing different and **unusual activities** (like escape rooms or quad riding).

Travelling is another big love of mine. I enjoy connecting with different cultures and being close to nature and people.

I have a real love for **good food.** I enjoy **cooking** and experimenting with new recipes, it helps me relax and express creativity.

I'm keen on **fantasy series**, **mystery** and crime shows, and **books on psychology**. I also like **board games**, especially those with a detective feel.

I'm also involved in **volunteering**, including fundraising for AISM and a corporate project with Fondazione Banco Alimentare, supporting their food distribution efforts.

Experience

Business Consultant
Milan, Italy / Luxembourg
Protiviti srl
Jan 2023 – Jan 2025

- Contributed to **three international client projects** in the **food & beverage sector.**
- Completed a **one-year assignment** in **Luxembourg**, supporting a major multinational client in strategic initiatives, acquiring a deep knowledge on **data analysis** and **data visualization**.
- Conducted **benchmarking** and data analysis to support sustainability and market positioning strategies.
- Reviewed internal HR support procedures, including payroll systems and workplace management.
- Participated in **internal consulting projects** and **collaborated** with **cross-functional teams** to deliver client solutions.
- Gained hands-on exposure to analytical reporting and project coordination in **fast-paced environments.**

Fitness Trainer
Florence, Italy
Dancemania Valdelsa
Sep 2021 – Dec 2022

- Part time job during academic studies.
- **Led small group classes** and coached clients.
- Built relationships through **trust** and **motivation**.
- Demonstrated **punctuality**, **enthusiasm**, **good communication** and **team working**.

Education

Master's Degree in Corporate Governance & Management
University of Florence – Italy
Sep 2020 – Apr 2023

- Thesis: "Innovation in Strategic Brand Building" (Graduated with Highest Honors)
- Relevant coursework: Strategy, Innovation, Finance, Statistics, Operations
- Led team projects involving product development, market analysis, and business modeling

Bachelor's Degree in Business Administration
University of Florence – Italy
Sep 2017 – Oct 2020

- Thesis: "Balance Sheet Analysis: Case Study of Pattern S.p.A."
- Studied Marketing, Finance, Economics, Human Resources, and Business Law

Certifications

Meta Marketing Analytics Professional Certificate
Issued by Meta in partnership with UCLA Anderson School of Management
Dec 2023 – Nov 2024

Developed practical skills in SQL, data cleaning with spreadsheets, statistical analysis, and marketing performance evaluation. Gained hands-on experience working with real marketing data, conducting A/B testing, and using Meta's analytics tools to measure and communicate campaign results.

Courses Completed:

- **Marketing Analytics Foundation** – KPIs, performance metrics, marketing decision-making
- **Introduction to Data Analytics** – OSEMN framework, fundamentals of data analysis
- **Marketing Analytics with Meta** – Ad performance analysis, A/B testing, reporting
- **Data Analytics for Marketing** – Customer segmentation, regression, mix modelling
- **Statistics Foundations for Marketing** – Descriptive/inferential statistics, hypothesis testing
- **Data Analysis with Python** – Pandas, Matplotlib, data wrangling and visualization
- **Data Analysis with Spreadsheets and SQL** – Data cleaning, structuring, querying

Soft Skills

Adaptability has shaped much of my journey. For over a year, I commuted between Italy and Luxembourg to support a strategic project for a multinational client. That experience taught me to handle cross-border priorities, adapt to different work cultures, and stay focused under pressure.
More recently, I moved to Denmark to explore new opportunities and transition into marketing analytics, a field where I can combine analytical thinking with creativity and technology.
Teamwork has always been part of how I work best. From coaching as a fitness trainer to collaborating on academic and consulting projects, I've learned to value different perspectives and the strength of shared ideas.
I'm driven by curiosity and a steady desire to grow. Whether I'm learning Python and SQL or exploring new tools, I enjoy the process of learning by doing, especially in fast-moving environments.