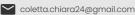# Chiara Coletta

Jr Marketing Analyst

Motivated and adaptable professional transitioning into marketing analytics, with a strong foundation in business consulting, market research, and data analysis. Currently expanding analytical and technical skills through hands-on training in SQL, Python, Google Analytics, and Tag Manager. Passionate about data-driven marketing and eager to leverage insights to drive business decisions and campaign optimization. Fluent in English and experienced in international environments.

Passionate about exploring diverse cultures through travel, engaging in volunteer work, cooking, and enjoying fantasy and Crime films and TV series.

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Experience

Business Consultant

Protiviti – Italy　　　　　　　　　　　　　　　　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

Dancemania Valdelsa – Italy　　　　　　　　　　Sep 2021 – Dec 2022

- Part time job during academic studies.
- Supported and motivated clients to achieve personal goals through data-informed fitness programs.
- Demonstrated teamwork, goal-setting, and client engagement skills.

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

Meta Marketing Analytics Professional Certificate

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

- Completed a professional certificate in Marketing Analytics, developing skills in SQL, data cleaning with spreadsheets, and statistical analysis.
- Gained hands-on experience with marketing data and campaign performance evaluation methods.
- Trained in using Meta Marketing Analytics tools to measure and communicate campaign results.

Skills & Tools

Analytics & Data Tools
Excel, Power Point, Power Bi, Tableau, SQL, Python (Pandas, NumPy, MathPlotLib)
Marketing Analytics
Google Analytics (GA4), A/B Testing, Ads Manager, Meta Analytics
Frameworks & Methodologies
OSEMN Framework, KPI Tracking, Campaign Performance Analysis, Customer Segmentation
Soft Skills
Communication, Project Management, Critical Thinking, Team Collaboration

Certifications

Marketing Analytics Foundation

Meta/Coursera

Gained a solid understanding of marketing KPIs, performance metrics, and how data guides marketing decisions.

Introduction to Data Analytics

Meta/Coursera

Covered the OSEMN framework and the fundamentals of the data analysis process. Learned the structured approach to extracting insights from raw data.

Marketing Analytics with Meta

Meta/Coursera

Developed skills in analyzing ad campaign performance, using A/B testing frameworks, and interpreting reporting data.

Data Analytics for Marketing

Meta/Coursera

Learned to segment audiences, apply regression models, and optimize the marketing mix using real-world datasets.

Statistics Foundations for Marketing

Meta/Coursera

Strengthened foundations in descriptive and inferential statistics, hypothesis testing, and data modeling for marketing strategy.

Data Analysis with Python

Meta/Coursera

Practiced data wrangling and visualization with Pandas and Seaborn, while applying statistical modeling to extract insights.

Data Analysis with Spreadsheets and SQL

Meta/Coursera

Built skills in data cleaning, structuring, and querying large datasets using SQL and spreadsheets.

Languages

English (6.5 IELTS)　　　　**French** (A2)　　　　**Italian** (native)