



Chiara Coletta

Marketing & Digital Analyst

Strategic professional with a Master's in Business Management, where I focused my thesis on AI application and innovation in brand building. Experience in supporting international clients with internal communication strategies to strengthen brand reputation.

Based in Copenhagen, I am building my path in marketing by expanding my skills in analytics, digital tools, and consumer insights through certifications, personal projects, and hands-on work. I am motivated by curiosity, collaboration, and learning, with the aim of contributing to meaningful and measurable brand growth.

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🌐 [linkedin.com/in/chiara-coletta/](https://www.linkedin.com/in/chiara-coletta/)

🌐 chiara-coletta.space

Skills & Tools

Marketing Analytics

Google Analytics (GA4)
A/B Testing
Meta Analytics

Social Media

Social Media ROI
Content Creation Strategy
Social Media Crisis Plan
Social Media Ads
HubSpot Tools

Analytics & Data Tools

Excel/Power Point
Power BI/Tableau
SQL
Python
Canva
Figma

Frameworks & Methodologies

OSEMN Framework
KPI Tracking
Campaign Performance Analysis
Customer Segmentation

Languages

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

Communities

femella Copenhagen
Marketing Connect CPH
Hey Lady!

Hobbies & Interests

Dance
Pop-punk music
Drums
Travel
Cooking
Psychology books
Mystery series
Board games

Experience

Marketing Manager - Volunteer femella CPH

Copenhagen, Denmark
Sep 2025 – Present

Shape femella's marketing efforts combining creativity with data to drive growth and engagement.

- Develop and execute **marketing strategies** that strengthen femella's mission to empower ambitious Gen Z women
- Manage and **optimize social media platforms** by tracking KPIs, **analyzing engagement trends**, and applying insights to improve performance
- **Create and test content** based on audience data to increase **reach, retention, and conversion**
- Translate **community insights** into actionable strategies that drive growth and **refine targeting**
- Combine **strategic planning** with data-driven decision making to expand femella's brand influence and inspire future female leaders

Business Consultant – Strategy & Change management

Milan, Italy / Luxembourg
Jan 2023 – Jan 2025

Protiviti srl

- **Business process review, organizational design** and **Creative Agency Benchmark projects**, aimed at improving operational efficiency and agency collaboration
- Operative and methodological support to the Workplace Management Team in **Luxembourg**, contributing to the Global Travel Program initiative through **data analysis, reporting, and process optimization**
- Supported **international clients**, mainly in the Food & Beverage industry, on **strategic and data-driven projects** to enhance communication flow and decision-making
- Developed internal **dashboards** and **KPIs (Power BI & Excel)** to monitor engagement, process performance, and organizational alignment

Education

Master's Degree in Corporate Governance & Management

University of Florence – Italy

Sep 2020 – Apr 2023

- Thesis: "**Innovation in Strategic Brand Building**": the use of AI and VR technologies (*Graduated with Highest Honors*)
- Relevant coursework: Strategy, Innovation, Finance, Statistics (R Programming Languages), Operations, Marketing
- Led team projects involving product development, market analysis, and business modeling, start up collaboration

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

HubSpot – Digital Marketing Certified

Jan 2026

Maven Analytics – Data Analysis with Python & Pandas

Dec 2025

HubSpot – Social Media Certified

Sep 2025

Maven Analytics – Python Foundations for Data Analysis

Jun 2025

Meta – Meta Marketing Analytics Professional Certificate

Issued by Meta in partnership with UCLA Anderson School of Management

Dec 2023 – Nov 2024

Soft Skills

Adaptability has really been part of my journey. For more than a year I was travelling between Italy and Luxembourg for a crucial project, and it taught me how to work across different cultures and stay calm under pressure. Relocating to Copenhagen represents a new chapter in this journey, where I keep challenging myself from new experiences. I've always loved **teamwork** and learning from others. I'm very curious and I like to keep improving myself, discovering new tools and technologies like data analytics, AI, and automation. I'm driven by **curiosity** and **proactive in learning** step by step and seeing how these skills can help me grow both professionally and personally.