



# Chiara Coletta

## Marketing & Insights 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.

Now 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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## Languages

- Danish (beginner)
- English (fluent - 6.5 IELTS Certified)
- Italian (native)
- French (beginner)

## Skills & 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

### 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

## 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

### Store Operations Assistant

The Fresh Market Copenhagen

Copenhagen, Denmark  
Jul 2025 – Present

Work at Copenhagen's central market while building a career in marketing analytics, gaining exposure to diverse consumer behaviors and Danish culture.

- Manage orders, inventory, and quality control to ensure efficient operations
- Oversee product display and merchandising to optimize engagement and sales
- Build customer service, problem-solving, and teamwork skills in a fast-paced environment

### Business Consultant – Strategy & Operations

Protiviti srl

Milan, Italy / Luxembourg  
Jan 2023 – Jan 2025

- Supported **international clients**, mainly in the Food & Beverage industry, by improving **internal communication flows** to strengthen brand consistency and engagement across departments
- 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 (PowerBI & Excel)**
- Participated in **cross-functional workshops** to understand client needs and translate business complexity into **structured communication and process strategies**
- Contributed to sustainability benchmarking and reporting, helping align operational practices with **brand positioning and reputation goals**
- Assisted in the development of **internal dashboards and KPIs** to track communication impact, **employee engagement**, and **brand perception**

## 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



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## Communities

femella Copenhagen  
Marketing Connect  
Hey Lady!

## Certifications

### HubSpot – Social Media Certified

Sep 2025

Issued by HubSpot Academy

Certified in inbound social media strategy, with proven knowledge in content strategy, social monitoring, engagement tactics, ROI reporting, and policy creation.

### Maven Analytics - Python Foundations for Data Analysis

Jun 2025

Issued by Maven Analytics

Developed skills in working with datasets, cleaning and transforming data, conducting exploratory analysis, and creating visual outputs to support data-driven decision-making.

### Meta – Meta Marketing Analytics Professional Certificate

Dec 2023 – Nov 2024

Issued by Meta in partnership with UCLA Anderson School of Management

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.

## Hobbies & Interests

I've been a **dancer** all my life. In the free time a big fan of **pop-punk music** (I'll be 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.