Arno **Polegato**

GRADUATE STUDENT - RESEARCH MASTER IN COMMUNICATION SCIENCE

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Experience

Booking.com   *Amsterdam, The Netherlands*

MARKETING SCIENCE INTERN   *Jun. 2016 - Oct. 2016*

- Daily setup, management and reporting of Doubleclick campaigns across markets and evaluation of performance based on ROI.
- Benchmark of social media presence through Facebook and Twitter APIs using Python and illustrated with R.
- Forecasting of cancellation rates for the retargeting campaigns.

The Next Web   *Amsterdam, The Netherlands*

WEB ANALYST INTERN   *Jun. 2015 - Feb. 2016*

- Designed and implemented AB tests. Reported daily on the website performance via Google Analytics, monitoring the impact of campaigns and experiments.
- Created personas for the marketing and sales teams through a general survey analyzing the audience's demographics and psychographics attributes.

ASCoR (Amsterdam School of Communication Research)   *Amsterdam, The Netherlands*

JUNIOR RESEARCHER & FREELANCE CONTRIBUTOR   *Mar. 2015 - Dec. 2016*

- Jointly developed an analysis of the online privacy debate covered by Western newspapers in five different countries, identified the evolution of the debate across time, key landmarks and variations across national newspapers.
- Presented preliminary results at Etmaal 2016 (Communication science conference, NL&BE).
- Designed Python scrapers for news articles to be stored over time via Elasticsearch in a large database.
- Contributed to the development of a web interface running Pymongo for an automated content analysis tool capable of analyzing a custom database consisting of all Dutch newspapers articles published in the past decade.

Education

University of Amsterdam   *Amsterdam, The Netherlands*

RESEARCH MASTER - COMMUNICATION SCIENCE   *Sept. 2014 - Feb. 2017*

- **Master Thesis:** Cultural Capital and the the Spiral of Silence: A Forgotten Link? **Grade:** 8.0/10
- **Relevant Courses:** Data Management with R, Structural Equation Modelling, Correspondence Analysis, Big Data & Automated Content Analysis with Python, Political Marketing, Advanced Survey Analysis

IE University   *Segovia, Spain*

BACHELOR IN COMMUNICATION   *Sep. 2010 - Jun. 2014*

- **Bachelor Thesis:** Political Socialization and Civic Engagement among French and American Young Adults, a Comparative Research **Grade:** 9.2/10
- **Relevant Courses:** Audience Research, Political Communication, Mass and New Media, Logic and Critical Thinking

Skills

LANGUAGES

French Native

English Fluent - TOEFL: 114/120

Spanish Fluent - Bachelor degree from Spain

Dutch Intermediate - B1

Italian Beginner - A2

PROGRAMMING

R Advanced - SEM, Forecasting, ANOVAs, Regressions, ggplot, Latex, etc.

Python Intermediate - Scrapers, APIs, Pymongo

SQL Intermediate - Hadoop, Hive

Extracurricular Activity

ari (Amsterdam Research Initiative)   *Amsterdam, The Netherlands*

CO-FOUNDER & SOCIAL MEDIA MANAGER   *Mar. 2015 - Feb. 2017*

- Co-founded a research organization from the ground up, promoting innovative research in all fields of social sciences to encourage critical thinking among students and professors.
- Monitored all social media channels and marketing content in order to drive engagement and support.