Arno **Polegato**

DATA ANALYST

Blasiusstraat 86-4, 1091CW Amsterdam, Netherlands

(+31) 6 40 53 54 83 | ✉ arno.polegato@gmail.com | 🏠 www.polegato.me | ⬡ arno12 | in arno-polegato

Experience

Blendle   *Utrecht, Netherlands*
DATA ANALYST   *Nov. 2019 - Present*
- Ad-hoc research, analyses and profiling for the various marketing departments.

Hotelchamp   *Amsterdam, Netherlands*
DATA ANALYST   *Mar. 2019 - Nov. 2019*
- Creation and maintenance of insights dashboards to deliver actionable insights to partners.
- Development and implementation of LookML Models (Looker) to provide intuitive tools for BI users.
- Automation and expansion of reporting for product KPI's and analytics.
- Ad-hoc customer and market analyses for internal and external stakeholders.

P&V Group   *Brussels, Belgium*
DATA ANALYST   *Oct. 2017 - Feb. 2019*
- Ad-hoc research, analyses and profiling for the various marketing departments.
- Campaign setup, sample selection and run management in an experimental design.
- Design and development of predictive models (e.g. Propensity to buy Car insurances - GLM; Propensity to churn - Random Forest)

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.

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 - A1

PROGRAMMING

R Advanced - SEM, Forecasting, ANOVAs, Regressions, ggplot, Latex, etc.
SQL Advanced - Redshift, LookML, Hadoop, Hive
Python Intermediate - Scrapers, APIs, Pymongo
Bash/Powershell Intermediate - Small automation scripts with Regex
SAS Advanced - General queries, syntax and macros

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.