

Arno Polegato

DATA ANALYST

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Experience

Hotelchamp

Amsterdam, Netherlands

DATA ANALYST

Mar. 2019 - Present

- 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.

The Next Web

Amsterdam, The Netherlands

WEB ANALYST INTERN

Jun. 2015 - Feb. 2016

- Management of AB tests. Daily reporting of website performance via Google Analytics, monitoring campaigns and experiments.
- Creation of personas through a personalized survey and analysis of the audience's demographic and psychographic attributes.

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.