

# Arno Polegato

DATA ANALYST

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## Experience

### P&V Group

Brussels, Belgium

DATA ANALYST

Oct. 2017 - Present

- 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 for various product (e.g. Auto insurances)

### 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.

## 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

Sept. 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.

**Python** Intermediate - Scrapers, APIs, Pymongo

**SQL** Advanced - Hadoop, Hive

**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.
- Monitored all social media channels and marketing content in order to drive engagement and support.