

Beatrice Tomasello

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EDUCATION

Master of Science in Analytics

Louisiana State University

May 2022

GPA 3.7

Related Coursework: Operations Research, Web Analytics, Business Intelligence

Master of Science in International Business and Entrepreneurship

University of Pavia

May 2022

GPA 3.7

Related Coursework: Digital Marketing, Management Consulting, Entrepreneurship

CERTIFICATIONS

AWS Cloud Practitioner, Google Analytics Advanced, Watson Assistant Foundations IBM, TOEFL

SKILLS, ACTIVITIES

Technology: SQL, Python, R, JMP, RapidMiner, Tableau, PySpark, Google Cloud Platform, AWS, Google Analytics, Google Ads, HubSpot CRM, ClickUp, AirTable, Canva

Languages: English, Italian, Portuguese, Spanish

Volunteering: Erasmus Student Network volunteer, New York Cares volunteer, LSU Hilltop Arboretum

WORK EXPERIENCES

Growth and Operations Analyst - Employee n°1

Oct 2022 - present

Carbon Calories, New York, NY, hybrid

- Proactively designed communication campaign for fundraising efforts (post-money, pre-seed, mission-driven startup), including newsletters, pitch decks and events organization.
- Autonomously identified strategies both for email outreach and in-person networking, enabling three new profitable partnerships and onboarding two new clients.

Growth and Innovation Intern

Jul 2022 - Sep 2022

HowGood, Brooklyn NY, remote

- Increased the effectiveness and timeliness of the Growth & Innovation Team outreach efforts through the research and analysis of trade news in the food sustainability field
- Introduced and owned internal newsletter to allow better knowledge management across the company
- Designed email campaigns for prospects, enabling partnership with a leading seafood company

Research Assistant - Intern

Feb 2021 - Jun 2021

University of Pavia - Business Department, remote

- Collaborated to the writing of multiple research projects focused on digital innovation, provided data analysis and literature review support to the main authors
- Managed the social media profiles (Instagram, Facebook and LinkedIn) of the Master in International Business, achieving a 20% average increase in followers number

Founder

Mar 2020 - Mar 2021

HANGAR, remote

- Founded and lead a community of inspired and motivated people who shared knowledge, skills and job tips with each other over Zoom meetings
- Participated in Innoventure, a year long start-up accelerator program curated by two top Italian universities: Università Bocconi and Politecnico di Milano

Au Pair**Aug 2018 - Sep 2019**

Cultural Care, Hastings-on-Hudson NY

- Digitalized the salary payments and the household management of grocery and shopping expenses through cards and mobile banking applications
 - Deepened my emotional intelligence and communication capabilities thanks to the exposure to different cultures and challenging situations
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CONSULTING EXPERIENCE**Analytics Consultant****Jan 2022 - May 2022**

BBQ GUYS, Baton Rouge, LA

- Leveraged Google Analytics and Google Ads data without a predefined scope of work to identify growth possibilities and savings opportunities within the digital marketing strategy
- Found valuable evidence of higher Click-Through-Rate and Conversion Rate for campaigns with the lowest overall cost (Discovery and Local Campaigns), as well as seasonal patterns.

Analytics Consultant**Jan 2022 - May 2022**

Data Against Human Trafficking, Baton Rouge, LA

- Leveraged data analytics to support Louisiana State Police in identifying criminal entities involved in human trafficking
- Improved the efficiency of the similarity analysis of web scraped criminal ads using Python, to achieve accurate and comprehensive results. 4% increase in criminal entities identification

Analytics Consultant**Jan 2022 - May 2022**

Rotary Club Vigevano-Mortara, remote

- Worked in complete autonomy to define the project with high levels of ambiguity. Communicated with multiple stakeholders to define business requirements and a roadmap towards identifying trends in the footwear industry

Business Consultant**Oct 2019 - Dec 2019**

Riso Sake, Pavia, Italy

- Developed a business plan, including financials for both internalization and externalization of the production, and created a pitch deck for a start-up in the beverage industry
- Pitched the business model in front of a jury of potential investors and awarded €10.000 as first place prize in the context of the start-up competition Univenture