SIRIO PAPA
Digital Explorer

Contacts

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Experience

Platform Solutions Specialist Jr.
Intarget Group srl (Pisa, Italy)
2021 - present
Full-Time
intarget.net

Website Tag Tracking and Performance Analysis of national and international companies' websites, through Google Marketing Platform tools (Tag Manager, Analytics, Data Studio)

Teaching Assistant
University of Pisa (Pisa, Italy)
2020
Part-Time
unipi.it

Social Media Manager
Società Amici della Musica (Ancona, Italy)
2018 - present
Part-Time
amicimusica.an.it

Social Media Planning, Advertising and Contents Creation
Event Planning support for the management of musical events

Volunteering

Vice President, event planner
Questo e Altro ONLUS (Ancona, Italy)
2016-2017

Event planning, Public relations, Team Management

Local Coordinator
Fridays For Future (Ancona, Italy)
2018

Charity Event and School Project Planning
Public relations and Team Management

Long-life learner.
Fan of inventive Data Driven Approaches.
Machine Learning debunker.

I try to understand people's behavior through intelligent tools but still convinced human interaction is the most profound knowledge.

Education

Master's Degree in Digital Humanities
University of Pisa
Knowledge Management Curriculum, 2019 - 2022, **Final Mark: 110/110 cum Laude**

Erasmus+ Programme
UiT- The Arctic University of Norway
English Business Communication, 2018

Bachelor's Degree in Literature
University of Macerata
Historical Curruculum, 2015-2018, **Final Mark: 110/110 cum Laude**

High School Diploma
Liceo Scientifico G. Galilei of Ancona
2010-2018, **Final Mark: 100/100**

Relevant Exams and Notable Works

Data Mining, 12 ECT, 30 cum Laude
Social Network Analysis, 6 ECT, 30 cum Laude
Technologies for Web Marketing, 6 ECT, 30/30
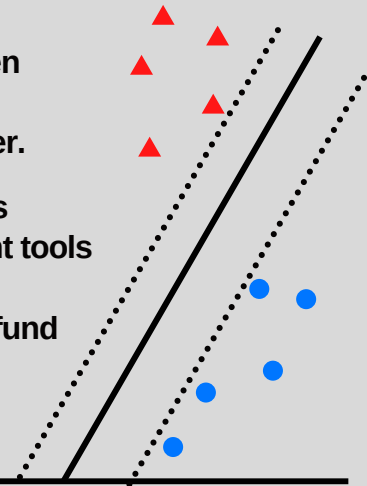**Programmatic Advertising**, 6 ECT, 30 cum laude
Social and Ethical Issues of IT, 6 ECT, 30/30
Knowledge Management, 6 ECT, 30 cum laude

Master's Thesis Title: **A Budget Allocation Framework for Online Advertising, using Bayesian Inference**

Tavosanis, M. and Papa, S., *Valutazione umana di DeepL a livello di frase per le traduzioni di testi specialistici dall'inglese verso l'italiano,* CLiC-it (2020)

Papa S., *Rosi* B., *Testa* L., *Vaselli* F., *Rossetti* G., ***Inequality in the menu: How a network of restaurants characterizes social disparities in Boston,*** Complex Networks (2021)

Certificates

Google Data Analytics Professional Certificate

Issued by: Coursera - December, 2021

Google Analytics Individual Qualification, Google Analytics Power User

Issued by: Google Digital Academy (Skillshop) - October, 2021

Contamination Lab, PhD+, 2 editions

Issued by: Università di Pisa - 2021-2022

Google Ad Grants Online Marketing Challenge Certificate

Issued by: Google Digital Academy (Skillshop) - July, 2020

Soft Skills and Passions

Communication Skills

I have **both writing and speaking satisfactory communication skills**, acquired thanks to my bachelor's field of study, and my volunteering experience. I do like writing and I think the **future of humanity is a hybrid of IT and automation**. Nevertheless, I believe that the best way to understand the needs of the interlocutor is to have **empathy and the ability to put yourself in his shoes**

Teams and People

I served as **team leade**r for academic projects and **I had to speak on behalf of the group** several times. I also had to manage teams in my experience as a young **event planner** in three non-profit organizations. Moreover, I like to experiment with new techniques to increase **group productivity**, use new **knowledge management strategies**, and stimulate group **participation**

Curiosity

I think **curiosity is a mandatory skill** for those who are working in innovation. I am a **long-life learner** and I'd feel useless if my **knowledge** would not be **continuously updated**. I feel an urgent and ongoing need to **broaden my horizons to better understand environments and contexts other than my own**

Hard Skills and Expertise

Programming:

Python for Data Science

BigQuery

Java

HTML, CSS, JS

Google Ads API

Tools and Software:

Google Analytics

Google Tag Manager

QGis

Tableau Public

Languages

English	Spanish	German
Overall evaluation	Overall evaluation	Overall evaluation
C1	**A2**	**A1**

What am I looking for?

An organization that allows me to **never stop learning**, daily **challenge myself**, and with a **deep data-driven approach**

I'd like to work in a field that allows me to **optimize business processes, find hidden patterns, and help people and organizations make meaningful decisions**