

# Francesca Monte

Marketing & Data-Driven Analyst

📍 Italy · Open to relocation in The Netherlands

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## SUMMARY

Marketing & data-driven professional with 3+ years of experience in social media strategy, content, and performance analysis for international brands. Strong background in multilingual communication, now expanding into GA4, SQL, Power BI, and Python to support data-informed marketing decisions. Experienced in content quality evaluation, KPI tracking, and analytical thinking.

## CORE SKILLS

**Marketing & Growth:** Meta Ads, SEO & SEM, Content strategy, editorial planning, short-form video, copywriting, community management, influencer coordination, email marketing.

**Analytics & Data:** Google Analytics 4, marketing KPIs, Excel (advanced), SQL (queries & joins), Power BI (dashboards, DAX basics), Python (pandas basics).

**Tools:** GA4, Meta Suite, Google Tag Manager (basic), Power BI, SQL, Python, Canva, CapCut, Mailchimp, Agentic AI.

## EXPERIENCE

AI Trainer — RWS | Remote

Jan 2025 – Present

- Evaluate digital content quality, relevance, and compliance with platform guidelines
- Analyze search results, ads, and AI outputs using structured evaluation frameworks
- Apply analytical judgment to ensure consistency, bias mitigation, and user relevance

Social Media Manager & Content Specialist — Polymed Surgery S.r.l | Naples

Feb 2025 – Present

- Designed and implemented content strategy, increasing engagement by ~20%
- Produced and localized multilingual content across social platforms
- Monitored performance metrics and community insights to optimize content

Marketing & Communications Intern — Asco Pompe S.r.l | Milan

Oct 2024 – Jan 2025

- Supported integrated marketing campaigns across digital channels and events
- Conducted market analysis and KPI reporting
- Coordinated partner and influencer communication

Marketing & Social Media Intern — Royal Group S.r.l | Naples

Jan 2023 – Jan 2024

- Created content and managed social communities
- Supported digital campaigns and brand storytelling initiatives

## EDUCATION & TRAINING

Google Data Analytics Professional Certificate — Coursera | In progress

Digital Marketing Master — Start2Impact | In progress

Master's Degree in International & Intercultural Communication — University of Pisa | 2024

Bachelor's Degree in Languages & Cultures of Europe & America — University of Naples "L'Orientale" | 2023

## LANGUAGES

Italian (Native)

English (C2)

French (C1)

Portuguese (C1)

Dutch (A1)