

## IRENE ABBATELLI

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[LinkedIn profile](#)



### EDUCATION

#### NOVA SCHOOL OF BUSINESS AND ECONOMICS

LISBON, PORTUGAL

MASTER'S DEGREE IN BUSINESS ANALYTICS

SETTEMBRE.2023 – EXPECTED 2025

- Relevant exams: Advanced data analysis, Operation Management, Machine Learning, Optimization Models.
- Ranked **18th in the world** according to the Financial Times.

#### UNIVERSITY OF ROME TOR VERGATA

ROME, ITALY

BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION

SEPTEMBER.2019 – OCTOBER. 2022

- Final Grade: 110 Cum Laude/110.
- **Erasmus Program:** University of Sevilla.

### PROFESSIONAL EXPERIENCE

#### PLANEXT

ROME, ITALY

Account Manager & Business Analyst

JULY. 2023– APRIL 2023

- **Analyzed Facebook Advertising performance** generating **reports** and tables using Python and Excel.
- Designed campaign strategies according to client's needs, **enhancing online presence** and improving ads performance.
- Achieved more than **6 million** impressions for an advertisement.

#### LE GUIDE NOIR

MADRID, SPAIN

Business Data Developer

JANUARY. 2023– JUNE. 2023

- Enhanced strategy by transforming raw social media data into **actionable insights** increasing sales of **3 lines of products**.
- **Optimized customer management among teams** by compiling comprehensive informative dossiers with collected data.
- Analyzed companies' social media performance to **identify key areas for improvement** in digital marketing.

#### UNIVERSITY OF ROME TOR VERGATA

ROME, ITALY

Social Media Manager Assistant

JULY. 2022– OCTOBER. 2022

- Created engaging posts and Instagram stories, emphasizing **attention to detail and aesthetics** using Canva.
- Modified content based on department managers' feedback, ensuring seamless coordination and **quality improvement**.
- Adhered to a publication calendar, guaranteeing **timely and consistent releases**.

### LANGUAGES SKILLS

**Italian** (Native); **English** (Advanced, Cambridge Certificate); **Spanish** (Advanced); French (Intermediate).

### COMPUTER SKILLS

**Python** (Intermediate), **SQL** (Intermediate), **Microsoft Excel** (Intermediate), **R** (Intermediate), Canva (Intermediate), Google Suite (Intermediate).

### ADDITIONAL INFORMATION (OR OTHER EXPERIENCES & INTERESTS)

#### INNOVATION ECOSYSTEM CLUB

LISBON, PORTUGAL

Head of Project Department and Vice-President

SEPTEMBER. 2023 – FEBRUARY 2024

- Coordinated team meetings and tasks, fostering a **collaborative workplace**, and developing **leadership skills**.
- Worked on project to make vending machines of our university more **sustainable**.

#### L'ORÉAL BRANDSTORM CHALLENGE

LISBON, PORTUGAL

- Develop a project to reinvent the future of professional beauty through tech.

JANUARY. 2024 – JUNE 2024