GINEVRA TESTA

CONTACTS

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North Italy Area
Country and birth: Italy, 26/09/96

SKILLS

- Google Analytics GA4
- Google Ads
- Facebook Ads
- SEO e SEM
- Amazon Seller Center
- SalesForce Mktg.Cloud
- Wordpress
- Adobe Creative Suite
- Microsoft Office
- MacOS
- STATA
- Python
- Teamwork
- Entrepreneurial spirit
- Determination
- Project planning

COURSES

- Facebook & Instagram Ads Accelerator for Online Marketing Experts;
- Google Digital Training;
- Google Analytics for Beginners;
- Advanced Google Analytics;
- Academy E-commerce School;
- Grow your online business, accelerate with Amazon and MIP;
- Create your startup and sell online, accelerate with Amazon and MIP;
- Project Management PMBOK 6th Edition;
- Soft Skills "Behave Yourself";
- Salesforce - Marketing Cloud Email Specialist.

LANGUAGES

Native Italian | **Business English Certificate B2**

CURRENT POSITIONS

UNIVERSITY OF GENOA |2020-2023 in progress
Ph.D program in Logistics and Trasport
Organization: Centro Italiano di eccellenza sulla logistica, i trasporti e le infrastrutture, CIELI
Thesis project: Crisis Communication

UNIVERSITY OF GENOA| 2022-2023 in progress
Academic tutor for the teaching of Business Administration
Bachelor's degree in the department of Economics and Business Study
Organization: University of Genoa
Activities: Request management and student support

UNIVERSITY OF GENOA| 2021-2022
Academic tutor for Movidis Project | Erasmus + Europe, Virtual Mobility
Organization: University of Genoa
Activities: Management of students from universities in Spain, Germany and France

EDUCATION

SIMA-SIM SCHOOL OF RESEARCH METHODS| 2023
Digital Academy: Basic Information Elements and Introduction to Python (Python)
Organization: SIMA - Italian Society of Management and SIM - Italian Marketing Association

UNICAL| 2022
School of Research Methods: Text Mining (KNIME software)
Organization: Department of Business and Legal Sciences, University of Calabria (UniCal)

UNICAL| 2021
School of Research Methods: Multivariate Analysis for social research (R software)
Organization: Department of Business and Legal Sciences, University of Calabria (UniCal)

UNIVERSITY OF GENOA | 2018-2020
Master's degree in Management
Final mark: 110/110 with honors
Thesis: Brand Positioning and its implications on competitive performance - Level: EQF 7

UNIVERSITY OF GENOA | 2015-2018
Bachelor's degree in Business Administration
Final mark: 110/110 with honors
Thesis: The use of Big Data in the tourism sector - Level: EQF 6

WORK EXPERIENCE

MICHELIN ITALIANA SPA | May 2021-December 2021
Internship Marketing B2C
Marketing Cloud: creation of customized content using Salesforce Marketing Cloud application according to customer segmentation, evaluation of timing in the creation of journeys, monitoring of results, and process automation using queries in SQL.
Opportunity Management: identification of opportunities not fully exploited in order to find future improvement strategies and seize the areas of gaps.

CREMAFIT | 2021
Marketing manager
Development of advertising campaigns using Facebook Ads, considering different audiences, and optimizing results for Search Engine Optimisation (SEO). Analysis of the performance of communication channels by evaluating different KPIs and metrics such as Cost per Click. Use of Management System platforms such as WordPress and WooCommerce, with several plugins, and Amazon Seller Central.

4INCENTIVE S.R.L. | 2019-2020
Trade data management
Creation and management of promotional campaigns for companies such as ABB S.p.A., Noberasco S.p.A., SAP SpA, Candy Hoover Group S.r.l. and so on, managing large volume of data.

GRUPPO CAUVIN | 2018-2020
Mentoring program

ADDITIONAL INFORMATION

Junior academic member in scientific associations | 2020 – 2023 in progress
SIM - Italian Marketing Association, SIMA - Italian Society of Management
AIDEA - Italian Academy of Business Study
Chair and Discussant at the EURAM 2023 Conference "Transforming Business for Good" at Trinity Business School Dublin (ST03_07 Growth Strategies & Internationalization for SMEs) 14th-15th June 2023