

Francesca Monte

Marketing & Data Analyst



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SUMMARY

Marketing & Data Analyst with 3+ years of cross-industry experience in campaign analysis, performance reporting, and data-driven marketing. Multilingual (IT/EN/FR/PT) with a deliberate specialization in marketing analytics and business intelligence. Proficient in GA4, SQL, Power BI, R, and Looker Studio, with hands-on expertise in Python and marketing automation (n8n). Google Data Analytics certified (March 2026) and Microsoft PL-300 in progress. Experienced in funnel analysis, KPI tracking, BI dashboard development, and AI-assisted workflows.

EXPERIENCE

Quality Evaluator (AI/Search Content Evaluation) — RWS | Remote | Sep 2025 – Present (project-based)

- 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 – Nov 2025

- Designed and implemented content strategy, increasing engagement by ~20%
- Produced and localized multilingual content across social platforms (IT/EN/FR)
- Monitored performance metrics and community insights to optimize content delivery

Marketing & Communications Intern — Asco Pompe S.r.l | Milan | Oct 2024 – Jan 2025

- Supported integrated marketing campaigns across digital channels and trade events
- Conducted market analysis and KPI reporting across 3+ simultaneous campaigns
- Coordinated partner and influencer communication for B2B brand visibility

Marketing & Social Media Intern — Royal Group S.r.l | Naples | Jan 2023 – Jan 2024

- Created content and managed social communities (~10K+ followers)
- Supported digital campaigns and brand storytelling across multiple platforms

CORE SKILLS

Marketing Analytics GA4 · Looker Studio · Meta Ads Manager · Google Ads · Funnel analysis · KPI tracking · Campaign performance reporting · A/B testing · Email marketing analytics

Data & BI SQL (JOINS, CTEs, BigQuery) · Power BI (dashboards, DAX) · R (data analysis, ggplot2) · Python (pandas, matplotlib) · Business Intelligence · Excel (advanced)

Automation & AI n8n · Agentic AI workflows · Google Tag Manager · Meta Suite · BigQuery

CERTIFICATIONS & EDUCATION

Microsoft PL-300 – Power BI Data Analyst In progress

Google Data Analytics Professional Certificate March 2026

Google Analytics Certificate January 2026

Digital Marketing Master Start2Impact In progress

Master's – Strategic Communication – University of Pisa December 2024

Bachelor's – Languages & Cultures (Europe & Americas) – UniOr October 2023

LANGUAGES

Italian (Native) · English (C2) · French (C1) · Portuguese (C1) · Dutch (A1 — learning)