



Curriculum Vitae Europass

Personal information

Spataro Veronica

Work experience

- 10/2020 – on going PhD candidate and research assistant at the Management and Healthcare Laboratory, Sant'Anna School of Advanced Studies (Pisa, Italy)
- 10/2019 – 09/2020 Research Fellow at X.Ite Research Centre (Rome, Italy)
- 04/2019 – 09/2020 Teaching Assistant at Luiss Guido Carli (Rome, Italy)
- Marketing Plan and Markstrat Simulation courses (ITA & ENGL)
 - Marketing course (ITA)
 - Digital Marketing Transformation & Customer Experience course (ENG)
- 06/2019 – 07/2019 Tutoring activity during the Marketing Summer School, at Luiss Guido Carli (Rome, Italy)
- 03/2018 – 09/2018 Internship Program: Broadband Marketing (area: Marketing Consumer, segment: Family- Broadband) Vodafone Italia S. p.A. (Milan, Italy)
- Benchmarking of competitors' offers
 - Support for communication and Go To Market activities
 - Management of sales channels materials

Education

- 10/2020 – on going PhD in Management - Innovation, Sustainability and Healthcare, Sant'Anna School of Advanced Studies (Pisa, Italy)
- 09/2016 – 03/2019 Master Degree
Marketing – Major: Analytics and Metrics
Final grade: 109/110
Luiss Guido Carli (Rome, Italy)
- 09/2017 – 01/2018 Erasmus Programme
Universidad Complutense de Madrid (Madrid, Spain)
- 09/2013 – 10/2016 Bachelor Degree,
Economics and Management
Luiss Guido Carli (Rome, Italy)

Skills, certifications & training

- Native language Italian
- Other languages English: Fluent
Spanish: Very Good

IT skills MS Office/Excel/ Qualtrics and SurveyMonkey/ STATA/ SPSS/ NVivo software/ Bibliometrix/ Markstrat (a marketing strategy simulation software)

Certification and trainings

- Summer School UniCal 2020 program, on Structural Equation Modelling (27-31/07/2020)
- Research methodology course (for qualitative and quantitative research), from Scuola di Metodologia e della Ricerca SIMA-SIM (20-25/07/2020)
- Research planning course, from Scuola di Metodologia e della Ricerca SIMA-SIM, at Università di Napoli Parthenope (Naples, 20-24/01/2020)
- Public speaking and effective communication course, at Luiss Guido Carli (Rome, 22/01/2016 and 23/01/2016)
- ECDL (Modica, 14/02/2011)