

Federico Montagna

PERSONAL INFORMATION

- Born in Voghera (PV) il 1/12/1990
- Address: Via Scarabelli 80 Voghera (PV);
- Mobile: 392/7981462
- E-mail: federico.montagna@hotmail.it;

EDUCATION

- **PHD Dreamt (2016 – Now) Management and marketing Thesis on Sentiment Analysis from Twitter Data**
- 2015, Milano, Università Commerciale L. Bocconi, Master degree Marketing Management
- 2012, Milano, Università Commerciale L. Bocconi, Bachelor in Economics, Management and Business Administration, Degree Thesis “Innovation and design: the role of web” (Tutor Prof.re Gianmario Verona);
- A.A. 2008/2009, High school Galileo Galilei Voghera (PV)

LANGUAGES

- English: Fluent, BEC higher certificate
- French: intermediate, DFP B1

COMPUTER SKILLS

- Proficient in Office suite especially Excel;
- Good skill in Data Analysis: Stata, R, SPSS;
- European Computer Driving License;
- Good knowledge Keynote;
- Good knowledge of video and photo editing software;
- Good skill in Apple software.

WORK EXPERIENCE

- **Sales and Marketing Manager at Right Shoes (Start-up part of group Newlast Italia srl) (October 2019 – Now)**
- **Lecturer at University of Pavia Digital Marketing (October 2015 – October 2019)**
Seminars and lecture in digital marketing course at MIBE master about Email Marketing, Social media and Google AdWords, Entertainment market
- **Lecturer at University of Pavia Advanced Marketing (October 2015 – October 2019)**
Seminars at MIBE master about strategic marketing and market simulation (MARKSTRAT Teacher)
- **Sky Italia Marketing and Communication Internship (April 2014 – July 2014)**
Direct marketing, email marketing and web page contents.

CONSULTANCY EXPERIENCE

- Riso Scotti and Antaars: Dietidea Market Analysis and Customers Survey (February 2018 – May 2019)
- Confindustria Pavia Project: “Costi del non fare” (June 2018 – December 2018)



- Confindustria Pavia Project: "Cluster AFV" Market analysis of industrial refrigeration (June 2017 – December 2017)
- Kolinpharma: Business Plan (Nutraceutical company)
(April 2016 – October 2016) o New R&D lab

OTHER EXPERIENCES

- Executive at Salice Vallastaffora Football club (May 2016 – May 2017)

RESEARCH EXPERIENCE

- HORIZON 2020 "Prime Fish"
 - o Customer Analysis – Interviews and data analysis
 - o Companies analysis – Case Studies development
- Corporate social responsibility survey Confindustria Pavia
 - o Data analysis
 - o Final project and report

OTHER INFORMATIONS

- Hobby: Cars, Tennis, Skiing, Running, Hi-tech, Fashion e Design, Car sports, Photography, Watches.

A handwritten signature in black ink, appearing to be 'John' followed by a stylized flourish.