

GIORGIA SANTUCCI

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EDUCATION

University of Roma La Sapienza

Rome

M.S. Economics and Communication for Management and Innovation (obtained in English)

Oct. 2022 – Nov. 2024

- **Relevant Courses:** Customer Behavior, Statistics for Business and Decision-Making, Retail Management, Industrial Economics, Environmental Psychology, Enterprise Communication Management, Planning and Strategic Management

University of Roma La Sapienza

Rome

Further Studying as a private

Dec. 2021 – Sept. 2022

- Elements of Statistics, Micro & Macro Economics, Market driven management, Advertising strategies

University of Roma Tor Vergata

Rome

B.S. Communications

Oct. 2018 – Dec. 2021

- **Relevant Courses:** Marketing, Public Communication, Corporate Communication, Communication Technologies, Sociology of Communication, Journalism Communication, Anthropology, Elements of Public and Private law

WORK EXPERIENCE

Caffé Vergnano

Rome

Assistant Supervisor

Part-time, Oct. 2022 – June 2024

- Cooperate with the area manager for products supply, shift planning, daily revenue report
- Ensure the coffee shop operation and quality service on the daily running
- Being the team's reference point, decision-maker and support

Barista

Full-time, Dec. 2021 – Oct. 2022

- Deliver customer service, carrying out basic cleaning and maintenance
- Ensuring HACCP protocols are in place

PROJECTS

“Analysis of Popularity and Sentiment of Cruelty-free declared and certified cosmetics”

Master Dissertation Thesis

Oct.2024

Market study focused on the cosmetics industry trend of “cruelty-free” products. Amazon and Douglas e-commerce product data were scraped and analyzed according to popularity and sentiment measures. The results generated cosmetics market insights and highlighted customer behavior and preferences

“Analysis of Perceived Safety of Cloud Computing Services”

Digital Transformation exam project

Dec.2023

Secondary research conducted on isoc Eurostat data about ICT usage in enterprises. The study focused on Cloud Computing services such as data management and database hosting, along with their popularity and perceived safety. The results revealed the industry's business insights and B2B customers behavior

“Exchange and Economic Consumption as a System of Social Relations”

Bachelor Dissertation Thesis

Dec.2021

This study examined the social conception of the economy using an ethnographic approach: explores how economic practices are shaped by culture and embedded in social institutions, and aims to understand how different cultures value things

SKILLS & INTERESTS

Skills: Microsoft Office, Basics of Web-scraping, Python Basics (Pandas, NumPy, Statsmodels, Matplotlib, Requests, Beautifulsoup), Google Colab, Wordpress, Market Analysis Tools (PEST, SWOT, BCG Matrix, Porter 5 Forces), Growth and Internationalization Strategy Tools (Ansoff Matrix, I/R Matrix)

Languages: Italian (native), English (fluent), Spanish (Intermediate), French (Intermediate)

Interests: Coffee, Skiing, Cosmetics, Food & Hospitality, Nature, Turism, Luxury