



## Valentina Scaramozzino

### ABOUT ME

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I am a recent master's graduate in Communication and Marketing Psychology with a specialization in Neuroscience applied to Marketing. I am currently doing an internship that will end in January at BrainSigns, a spin-off company in University of Rome "Sapienza" leader in the field of Neuromarketing.

I am looking for experience that will allow me to apply my skills and continue to grow in this field.

### WORK EXPERIENCE

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[ 05/2023 – 01/2024 ]

#### Junior Neuromarketing Researcher

**BrainSigns srl**

**City:** Rome

**Country:** Italy

Post-degree Practical-Valuative training of 750 hours at Industrial Neuroscience Laboratories of Sapienza University of Rome.

- Use of advanced instrumentation technology (including the measurement of electroencephalographic, electrocardiographic, visual attention and skin impedance activity) for the measurement of cognitive and emotional activity during advertising perception and communication tasks
- Development of evaluative competence in neurofeedback activity
- Conducting experimental research protocols
- Quantitative data analysis
- Design and analysis related to the Implicit Reaction Time tests (IRTs).

[ 01/2022 – 11/2022 ]

#### Neuroaesthetics Research Intern - Winner of Sapienza Excellence Program

**BrainSigns srl**

**City:** Rome

**Country:** Italy

- Experimental protocol administration: AI implicit and explicit acceptance
- Evidences of correlation between IAT, Privacy Violation Anxiety, and Against Ethics Anxiety
- Evidences of correlation between age and IAT

[ 2016 – 2020 ]

#### Educational Tutor

**City:** Turin

**Country:** Italy

Tutor of children with learning difficulties. Work aimed at achieving practical implications of school improvement and child's autonomy in managing his/her learning skills.

- +20% increase in school GPA
- Use of different psychological approaches according to the child's needs

[ 06/2016 – 09/2016 ]

#### Au Pair

**City:** Aberdeen

**Country:** United Kingdom

Worked in a family with two children aged 3 and 5. I took care of the kids both during daytime and nighttime.

- Flexibility and availability
- Combining the needs of the family and the children
- Planning play-educational programs
- Organizing Children's activities

## EDUCATION AND TRAINING

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[ 2020 – 2022 ]

### **MSC in Marketing and Communication Psychology**

*Università di Roma Sapienza – Dep. of Medicine and Psychology*

**City:** Rome

**Country:** Italy

**Field(s) of study:** Specialization in Neuromarketing

**Final grade:** 110/110 Cum Laude

**Thesis:** Tutor: Prof. Fabio Babiloni, Master Thesis: Emotional impact evaluation of positive and negative communication styles for a greater effectiveness of Non Profit communication

[ 01/2020 – 06/2020 ]

### **Erasmus+ Program**

*Universidad de Zaragoza*

**City:** Teruel

**Country:** Spain

[ 2017 – 2020 ]

### **Bachelor's Degree in Psychological Sciences and Techniques**

*Università di Torino – Dep. of Psychology*

**City:** Turin

**Country:** Italy

**Field(s) of study:** Specialization in Occupational Psychology

**Final grade:** 108/110

**Thesis:** Bachelor's Thesis: The sense of Belonging in building the identity of the individual and the worker

## LANGUAGE SKILLS

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**Mother tongue(s):** Italian

**Other language(s):**

**English**

**LISTENING C1 READING C1 WRITING C1**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1**

**Spanish**

**LISTENING B2 READING B2 WRITING B2**

**SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2**

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## DIGITAL SKILLS

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Microsoft Office ( Word , Excel and Power Point ) | Milliseconds Inquisit | Tobii Pro Studio (Eye-Tracking Software) | IBM Statistical package for Sciences (SPSS) | Digital Marketing fundamentals

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