

ACADEMIC AND PROFESSIONAL PROFILE

CHIARA BARTOLI

PROFESSIONAL ACTIVITY

- From 2011* **Manager International Relations, Events and Digital Communication**
Comitato Leonardo – Italian Quality Committee. Rome, Italy
- 2009 - 2010* **Marketing & Communications Assistant**
Todini Finanziaria. Rome, Italy
- 2008- 2009* **Fellow International Relations Department**
Confederation of Italian Industries. Rome, Italy

EDUCATION

- 2018 - 2021* **PhD Candidate – Marketing**
University of Rome “La Sapienza”, Department of Social Sciences CORIS
Topic of the Thesis: *Consumer Behavior and Digitization* (SSD-SECS-P/08)
Under the supervision of Prof. Alberto Mattiacci and Prof. Costanza Nosi.
- 2015 – 2017* **Post Graduate Diploma in Digital Marketing with B2B**
Institute of Data & Marketing. London, UK
- 2007 – 2008* **Posgrado de Especificación en Marketing**
Universidad La República – UDELAR. Montevideo, Uruguay
- 1999 – 2004* **Laurea Degree Political Science**
University of Rome “Roma TRE”. Rome, Italy

PROFESSIONAL COURSES

- *R - Program. Basic Course - Coris Lab Rome (October 2020)*
- *Textual Analysis with Tag-cloud and T-lab - Coris Lab Rome (October 2020)*
- *Social Media. Networking and Mapping with Gephy - Coris Lab Rome (October 2020)*
- *Introduction to STATA for Social Sciences - Coris Lab Rome (September 2020)*
- *Nvivo Software for Qualitative Analysis Lab – Coris Lab Rome (June 2020)*
- *Statistical Regression Lab – Coris Lab Rome (May 2020)*

- *Summer School on Social Research Methodology, jointly organized by the Italian Society of Management and the Italian Marketing Society. Volterra, Italy (July 2019)*
- *Excel Advanced. CORIS Lab, University of Roma “La Sapienza”. Rome, Italy (April 2019)*
- *Diploma in Growth Hacking Marketing, TAG Innovation School. Rome, Italy (2017)*
- *International Cyber Security Summer School, The Hague Security Delta, Europol and Nato. The Hague, The Netherland (August 2016)*
- *Diploma in Digital Marketing and Social Media Communication. Luiss Business School. Rome, Italy (2015)*
- *Certificate on EU Project Management, College of Europe. Bruges, Belgium (November 2014)*
- *Certificate in Management of International Events, SIOI. Rome Italy (November 2011)*

TEACHING EXPERIENCE

2019 - 2020

- Assistant to the Course of Advanced Marketing (Prof. Alberto Mattiacci). University of Rome “La Sapienza” within the Master Degree in Organization and Marketing for Corporate Communication (SSD-SECS-P/08).
- Assistant to the Course of Strategic Marketing (Prof. Fabiola Sfofera). University of Rome “La Sapienza” within the Master Degree in Organization and Marketing for Corporate Communication (SSD-SECS-P/08).
- Assistant to the Course of Strategic Marketing - Online (Prof. Alberto Mattiacci). University of Rome “La Sapienza” within the Master Degree in Organization and Marketing for Corporate Communication (SSD-SECS-P/08). Managing the Laddering Technique task focused on the Automotive sector.
- Expert in “Communication Strategy and Organization” at University of Rome “Lumsa”.
- Lecturer on “*Consumer Behavior and Digitalization*”, University of Rome “LUMSA” – Digital Marketing Course, Prof. Costanza Nosi. November 2019.

CONFERENCES AND SEMINARS

- Conference of the Italian Marketing Society – SIM “*Conducting Qualitative Market Research with social distancing. A study on the online laddering technique*”. LIUC Castellanza. 29th -30th October, 2020
- Conference of the Italian Management Society – SIMA “*Marketing Geographical Indication (GI) Products in the Digital Age. An exploratory study*”. Marketing Track. 8th – 9th September 2020 (online)
- Conference of the Italian Marketing Society – SIM “*Exploring the Impact of Digitalization on Consumer Behavior*”. Digital Marketing track. Piacenza, 28th-30th October 2019.

FOREIGN LANGUAGES

Italian: mother tongue

English: fluent

Spanish: fluent

French: fluent

German: basic

RESEARCH INTERESTS

Digital Marketing, Consumer Behavior, International Marketing, Branding, Food Marketing, Digital Innovation, Hybrid Experiences and the Phygital Phenomenon.

I authorize the use of my personal data according to the Italian Law n. 196/2003 and the GDPR.