

Contatta

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www.brainsigns.com/en/company/c2/team/viviana-lupo (Company)

Competenze principali

Interviste e colloqui

Programmazione

Ricerche di mercato

Languages

Inglese (Limited Working)

Spagnolo (Elementary)

Italiano (Native or Bilingual)

Viviana Lupo

Neuromarketing Researcher
Roma, Lazio, Italia

Esperienza

Sapienza Università di Roma

Ricercatore

gennaio 2022 - Present Roma, Lazio, Italia

BrainSigns

Junior Key Account Manager

settembre 2020 – Settembre 2023

Roma, Lazio, Italia

- Study of customer needs.
- Market analysis.
- Survey construction (sample, instruments and methods, time and costs).
- Data collection and analysis of qualitative interview or with psychometric methods (Reaction Time test).
- Interpretation of results and suggestions.

Implicit Reaction Time test's (IRT) Designer

settembre 2019 - Present Roma

Implicit Association Tests (IAT) and Priming test development, data analysis and presentation of results for major customers in several areas:

- Marketing sector (brand, product, service testing)
- HR sector (personality testing, diversity and inclusion, cognitive bias)
- Sensory marketing (audiobranding, olfactory branding)
- Customization of tests based on the object of investigation.

Marketing Psychologist

ottobre 2018 - agosto 2022 Roma, Italia

- Qualitative interview in Neuromarketing area.
- Design and analysis related to the Implicit Reaction Time tests (IRTs).
- Analysis of cognitive and emotional variables using biometric measurements

- (EEG, HR, GSR) in order to identify the emotional and cognitive responses of consumers during the observation of marketing stimuli.

Sapienza Università di Roma

Internship in Neuromarketing

settembre 2017 – settembre 2018

- Set up of the program Inquisit (used for designing IRT tests based on people's reaction time to stimuli)
- Recording and performing analysis of brain and other bio signals in Neuromarketing field.

Mikaline

Market research interviewer

giugno 2020 - settembre 2020 Roma,
Milano, Torino, Firenze, Padova

Analysis of customer and employee satisfaction in a dental clinic for the promotion of a specific therapy.

In particular, qualitative interviews were conducted with all employees of the clinics in Rome, Milan, Turin, Florence and Padua and with clients who had abandoned therapy.

Analysis of interviews conducted in each city and reporting of results.

BrainSigns

Student Internship

ottobre 2016 - luglio 2017 Roma, Italia

Thesis research's on the European Project "Smoke Free Brain", University of Rome "La Sapienza", IT.

The European Project "Smoke Free Brain" aims to improve the efficacy of public prevention measures against smoking aimed to determine a series of actions to promote the efficacy of the antismoking campaigns.

Formazione

Sapienza Università di Roma

Master's Degree, Communication and Marketing Psychology · (2015 - 2017)

Sapienza Università di Roma

Bachelor's Degree, Cognitive Psychology · (2011 - 2015)