



Valentina Scaramozzino

ABOUT ME

I hold a degree in Communication and Marketing Psychology with a specialization in Neurosciences Applied to Marketing. I am a licensed Psychologist and currently working as a research fellow at Brain Signs, a startup company from the University of Rome "Sapienza" leader in the field of Neuromarketing. Here I focus on the intersection of neuroscience with aesthetic and marketing research.

WORK EXPERIENCE

[01/04/2024 – Current]

Neuromarketing Researcher

Sapienza University of Rome

City: Rome | **Country:** Italy

One year research grant for the research activity 'Analysis of Emotions to Understand Cultural Heritage and Enhance Well-being' that is part of the larger PRIN 2022 PNRR project, titled 'NEUROMUSEUM: A NEUROaesthetic Bridge Between Minds and Museums: the Use of Spatial Cognition and Emotions for the Accessibility, Inclusivity, and Understandability of the Meaning of Cultural Heritage'. This project involves an investigation of the museum experience in its cognitive and emotional aspects through the involvement of an interdisciplinary research group.

- Conducting experimental research protocols
- Statistics analysis
- Quantitative data analysis

[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

[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

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

My Digital Skills

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