



# ELENA PANCIERA

Social Psychologist

As a Marketing Psychologist I find myself captivated by the intricate mechanisms that regulate communication and consumer behavior, especially the decision-making and influence processes that drive a company's advertising and communication campaigns. My aspirations are to broaden my expertise in corporate and institutional communication, focusing on consumer behavior through marketing campaign planning and advertising.



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## Language

**Italian** Native

**English** Cambridge C1 Certificate

**Spanish**

**French**

## Skills

SPSS

Photoshop

Microsoft Office

Qualitative Research

Quantitative Research

Consumer behavior

Team work

Problem solving

## Education

2014 – 2019

### High School Degree

Liceo Artistico Statale di Venezia

2019 – 2022

### Bachelor of Social and Work psychology

University of Padova

2021 – 2022

### Erasmus+

UCLouvain – Université catholique de Louvain

2022– 2024

### Master of Social, Economic and Decision Making psychology

University of Milano–Bicocca

2025

### State licensing examination for professional qualification as a psychologist – Register A

2026

### Master II in Comunicazione e Marketing Politico ed Istituzionale

Luiss School of Government

## Work Experience

2022– 2025

### Italki.com

Language teacher for foreigners

2023– 2024

### SGR Lifecycle – SGR International s.r.l.

#### Market Research & Consultancy Group

Curricular Internship as Qualitative researcher

2024– 2025

### SGR Lifecycle – SGR International s.r.l.

#### Market Research & Consultancy Group

Professionalizing Internship for Psychologist Licensure – Register A

2025

### Let's Co

Business Developer