



# 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.

- +39 3421097901
- elena.panciera4@gmail.com
- linkedin.com/in/elena-panciera-b71487265

### 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

<b>2014 – 2019</b>	<b>High School Degree</b> Liceo Artistico Statale di Venezia
<b>2019 – 2022</b>	<b>Bachelor of Social and Work psychology</b> University of Padova
<b>2021 – 2022</b>	<b>Erasmus+</b> UCLouvain – Université catholique de Louvain
<b>2022- 2024</b>	<b>Master of Social, Economic and Decision Making psychology</b> University of Milano-Bicocca
<b>2025</b>	<b>State licensing examination for professional qualification as a psychologist – Register A</b>
<b>2026</b>	<b>Master II in Comunicazione e Marketing Politico ed Istituzionale</b> Luiss School of Government

### Work Experience

<b>2022- 2025</b>	<b>Italki.com</b> Language teacher for foreigners
<b>2023- 2024</b>	<b>SGR Lifecycle – SGR International s.r.l.</b> <b>Market Research &amp; Consultancy Group</b> Curricular Internship as Qualitative researcher
<b>2024- 2025</b>	<b>SGR Lifecycle – SGR International s.r.l.</b> <b>Market Research &amp; Consultancy Group</b> Professionalizing Internship for Psychologist Licensure – Register A
<b>2025</b>	<b>Let's Co</b> Business Developer