



ALICE MUCCINELLI

DIGITAL ANALYST

INFO



SKILLS

- Microsoft Office Suite (Excel, Word, PowerPoint)
- Google Suite
- Power BI
- Adobe Analytics
- Project Management
- Data Analysis
- Process Analysis

LANGUAGES

- Italian
- English

VOLUNTEERING

ENPA | 2015 - 2022

Working with local institutions for the protection and treatment of rescued animals

PROFESSIONAL EXPERIENCE

DIGITAL ANALYST

Illycaffè | January 2025 – present

- Analysing customer behavior using web analytics tools
- Measuring campaign performance and identifying opportunities to optimize marketing strategies

MANAGEMENT CONSULTANT

Accenture | November 2020 – December 2024

- Analysing business processes by leveraging on available data to identify inefficiencies and improvement areas
- Gathering business requirements for new technological solutions and designing the new user customer journeys
- Collecting and analysing data from different sources, defining relevant KPIs and crafting insightful tracking dashboards
- Mapping existing processes and design the optimal organizational solution according to market best practices in the Vending channel
- Assessing equipment placement strategy and improving outlet segmentation on the Horeca channel
- Evaluating go-to-market strategy with a data-driven approach to optimize costs and increase revenue

MARKETING ANALYST

Subito Ammesso | February 2021 – February 2022

In this position I was responsible for:

- Defining startup's market positioning strategy
- Establishing services' pricing
- Conducting market and competitor analysis

ACCOUNT & EVENT ASSISTANT

MPR Comunicazione Integrata | June 2017 – August 2017

In this role, I planned the communication and marketing strategies for several clients and launched Digital Marketing campaigns.

EDUCATION

MASTER OF SCIENCE - INTERNATIONAL MANAGEMENT (110L/110)

Università di Bologna | October 2020

- Erasmus+ exchange program at BI Norwegian Business School, Oslo

BACHELOR DEGREE - MANAGEMENT AND MARKETING (110L/110)

Università di Bologna | July 2018

- Erasmus+ exchange program at Napier University, Edinburgh