

CURRICULUM VITAE

PERSONAL INFORMATION

Bagna, Giacomo

1997

Italian

● EDUCATION

27/04/2022 Master Degree in Business Administration

SAA School of Management, University of Torino, Italy

Grade: 110/110

Title of Master Degree Thesis: *Neuromarketing: Where Things Stand Today. Origins, State of the Art and Perspectives*

10/10/2019 Bachelor Degree in Communication Management

SAA School of Management, University of Torino, Italy

Grade: 107/110

Sep 2020 – Feb 2021 Erasmus+ Program

University of National and World Economy, Sofia (Bulgaria)

● PREVIOUS RESEARCH AND PROFESSIONAL POSITION(S) / PARTICIPATION TO RESEARCH GROUPS / FELLOWSHIP(S) *(if applicable)*

2021 - Today Contribution to the development of descriptive and promotional material for HST – Human Science and Technologies facilities and participation in working groups. HST is an inter-departmental research infrastructure, managed by a diverse group of researchers at the University of Turin, which aims to explore the potential of neuroscience through state-of-the-art instrumentation and an interdisciplinary approach
Torino, Italy

- 12/11/2021 Seminar "Sviluppare un mindset imprenditoriale" as part of the Entrepreneurship course held by Prof. Rebecca Pera - MSc Business Administration Course
Torino, Italy
- 17/12/2021 Seminar "Neuromarketing per la progettazione dell'ecopackaging" within the course "Cognitive and multisensory decisions for packaging" held by Prof. Rebecca Pera in the Level I Master Eco Packaging Design: Systemic Innovation Design Per Il Progetto Del Packaging - Politecnico di Torino
Torino, Italy
- 3/04/2022 Seminar "Casi d'uso di Neuromarketing per l'analisi dei comportamenti di consumo" as part of an operational workshop with members (professors and research fellows) of the HST (Human Science Technology) research centre of the University of Turin
Torino, Italy
- 6/04/2022 Seminar "Neuromarketing per l'analisi dei comportamenti di consume" as part of the course "Psicologia dei consume" held by Prof. Rebecca Pera in the three-year degree course in Design and Communication – Politecnico di Torino
Torino, Italy
- 3/05/2022 Assistant in the seminar "Consumer creativity and neuroscience" at the ITCILO (International Training Centre - International Labour Organisation) as part of the joint project "Engineering the Magic" with the "Strategic Marketing" course held by Prof. Rebecca Pera - MSc Business Administration.
The event aimed to prototype an innovative format on creativity that ITCILO will launch for the programme TOT (Training of Trainers).
Torino, Italy

● LANGUAGE SKILLS

Native speaker: Italian

Other language(s): English (C1), French (A2), Spanish (A2)

- **SOFT SKILLS**

Communication skills, perfected during my university years and in particular during my period of residence abroad where the context required a more open and international approach (Sep 2020 – Jun 2021)

Writing skills, also matured by occasionally collaborating with a local magazine in which I write a column on music (2016 – Today)

Organizational skills, which I began to internalise in high school by starting to organise events of different natures and sizes, managing every aspect of them, and later improved upon through university studies and work experience

Teamwork skills, sharpened by playing football since when I was child and, during my high school years, by playing guitar in various ensembles

Adaptability, creativity and critical thinking, as part of a personality that I have always had and that my experiences and passions have allowed me to improve