VALERIA VILLALOBOS

DATA ANALYST / RESEARCHER

CONTACT

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SKILLS

TECHNICAL

- Data Analytics
- Data Visualization
- Machine Learning
- Text Analytics
- Prediction / Forecasting
- Web Scraping
- Project Management

TOOLS

- R
- Python
- Power BI, Tableau
- Excel
- SQL
- HTML, CSS, JS
- InDesign
- Adobe Illustrator

LANGUAGES

- Spanish: Native
- English: C1
- Italian: B2
- French: A2
- German: A2

SUMMARY

I'm a data analyst and researcher with a background in economics and sustainability. I've worked for the public sector as well as private companies where my main responsibility was to collect, interpret, and present data to help clients make informed decisions. My skill set includes data analysis, predictive analytics, and statistical modeling. I have experience working with R, Python, Power BI, Tableau, and Excel.

PROFESSIONAL EXPERIENCE

Researcher   12/2020 – 12/2021
University of Bologna
Rimini, Italy

As a researcher, I was responsible for conducting scientific research linked to EU-funded projects. My tasks ranged from managing projects to analyzing data and publishing findings.

- Actively participated in the development of a sustainability monitoring system as part of the EU project "BEST MED". Designed indicators and evaluated innovative data sources. Additionally, I planned and conducted seminars, prepared reports, and delivered presentations.
- Developed an automated system to extract business information from the web, effectively reducing the hours needed for updating the regional database of conference structures as part of a project for the Rimini Tourism Board (IT).
- Designed an online and physical questionnaire for the Cattolica municipality which was successfully implemented during the summer of 2021. My responsibilities also included analyzing the data and creating an online dashboard to access the results.

Research Intern   04/2020 – 10/2020
University of Bologna
Rimini, Italy

I worked as a research intern in preparation for my master's thesis. I participated in EU-funded projects related to the use of new data sources for improving official statistics.

- Using web-scraping techniques, I automated the process of compiling results from previous EU-funded projects.
- Applied machine learning techniques to analyze text data. This approach reduced the amount of time needed for data processing and provided stakeholders with results that were easy to understand.

International Business Consultant   06/2017 – 09/2019
TAS Automation
Houston, Texas (Remote), United States

As an International Business Consultant, I successfully managed industrial automation projects on an international scale by ensuring that the projects met all deadlines and budgetary constraints.

- Excellent time management and planning skills gained through working remotely.
- Communication, collaboration, and problem-solving skills strengthened by working in international teams.
- Ability to be self-taught in order to keep up to date with the latest technologies in my field.

EDUCATION

MSc. in Economics and Management
University of Bologna, Italy
2018 – 2020
Thesis: *Good practices in EU tourism projects - An application of text mining, 2020*

Erasmus Exchange Program: MSc. in Economics
University of Konstanz, Germany
2019 – 2020

BSc. in Tourism
Universidad de Oriente, Venezuela
2010 – 2016
Thesis: *Towards a mathematical model for analysing Venezuelan outbound tourism*

CONFERENCES

BEST MED Seminar: Data Management and Sharing for Sustainable Tourism
Lazio Region
Italy, 2021

VOLUNTEERING

R Code Developer
EU Aid Volunteers
Italy, 2022-Ongoing

APA-UDONE Animal Protection Association
Founder and President
Venezuela, 2011-2018

- Introduced innovative technologies for increasing the productivity of business operations. For instance, the automatization of financial reports which were previously done manually.
- Increased efficiency and accuracy by implementing pricing, budgeting, and financial reporting strategies that improved the organization's ability to function at maximum capacity with minimum staff.
- Directly worked with clients and suppliers from around the world, such as Mexico, Colombia, Italy, Germany, and the United States. I was responsible for procurement, resolving logistics issues that come up in international trade, and managing supply chain processes.

Undergraduate Teaching Assistant   04/2015 – 02/2016
Foreign Languages Area, Universidad de Oriente
Nueva Esparta, Venezuela

As a Teaching Assistant, I worked with undergraduate students of the subject "English as a Foreign Language".

- Conducted lessons and workshops in conversational English to college students, preparing them for job interviews and aiding their transition into the workplace.
- Updated teaching and assessment materials for the Foreign Language Department by incorporating new multimedia resources.

Research Assistant   04/2014 -02/2015
Tourism Heritage Area, Universidad de Oriente
Nueva Esparta, Venezuela

Working as a research assistant for the Tourism Heritage Area, my main focus was coordinating semester plans. This included planning academic activities and events such as tourism fairs and research conferences.

- Conducted literary research, data analysis and stakeholder interviews in order to collaborate with other researchers on scientific studies.
- Provided academic support to undergraduate students in particular regarding topics such as interpreting results, designing indicators, and measuring sustainability.

PROFESSIONAL DEVELOPMENT

Deep Learning Applications   01/2022 – 03/2022
Big Data Lab, Regione Emilia-Romagna, Italy

Data Analysis Tools   02/2022 – 03/2022
Big Data Lab, Regione Emilia-Romagna, Italy

Data Science Summer School   07/2021 – 08/2021
School Data Science Lab, Germany

Advanced Analytics in R for Data Science   05/2018 – 06/2018
SuperDataScience

Teacher Training Certificate   03/2017 – 02/2018
Universidad de Oriente, Venezuela

PUBLICATIONS

Gasparini, M.L. & Villalobos, V. (2022), *Monitoring Sustainability along Cultural Routes: The Case of the Med Sustainable Path and Cultural Route Model*, In: Handbook of Research on Cultural Tourism and Sustainability. IGI Global.