



# VALERIA VILLALOBOS

Project Manager | Researcher | Data Analyst

✉ [valeriavillalobos.com](mailto:valeriavillalobos.com)

**LinkedIn**  
villalobosc

**Email**  
valeriavchiara@gmail.com

**Location**  
Seville, Spain

## About Me

I am a project manager with a diverse background in research, technology, and operations. My experience ranges from university research centers to tech startups and international consulting firms. I've been responsible for EU projects, built AI tools, maintained websites, and managed international initiatives. These experiences have made me adaptable and quick to learn. I'm interested in remote roles where I can keep working on meaningful projects, whether in tech, research, sustainability, or even exploring new fields and opportunities.

## Skills

### Technical

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

### Tools

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

## Languages

Spanish: Native

English: C1

Italian: B2

French: A2

German: A2

## Experience

### AI Project Consultant 02/2025 - Present Freelance

Worked on a freelance basis with clients to integrate AI technologies into existing business processes, focusing on planning, strategy, and smooth implementation.

- Collaborated with clients to identify opportunities for AI and define project goals, timelines, and deliverables.
- Developed detailed roadmaps and implementation plans to incorporate AI into existing workflows.
- Advised on data preparation and best practices to guide future AI initiatives.
- Coordinated with teams and stakeholders to ensure projects ran smoothly.
- Prepared reports and recommendations to support strategic decision-making.

### AI Projects & Operations 12/2023 - 12/2024 Mailytica GmbH, Germany

After completing the company's technical documentation, I took on a larger role managing AI projects and daily operations.

- Planned and tracked multiple AI projects from start to finish, making sure tasks stayed on schedule.
- Prepared datasets, including selection, cleaning, and formatting for model training.
- Trained and adjusted AI models to improve accuracy, while also being responsible for tracking and presenting model metrics.
- Maintained and improved the company's website and AI platform, updating both design and content as needed.
- Took part in client meetings and sales calls, offering product demos, helping troubleshoot issues, and gathering feedback.

### Technical Documentation Specialist 09/2022 - 12/2023 Mailytica GmbH, Germany

I was responsible for creating all technical and user documentation for the company's AI email assistant.

- Created a public documentation site using GitHub Pages and Python's Sphinx, making technical information easy to access and navigate.
- Wrote clear and detailed guides for different audiences, including developers, non-technical users, and new team members.
- Maintained documentation through multiple product updates, ensuring everything stayed accurate and up to date.
- Helped improve internal processes by identifying unclear areas in the AI product and working with developers to address them.

# Education

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## **M.Sc. in Economics and Management**

University of Bologna, Italy  
2018 – 2020

Thesis: *Good practices in EU tourism projects - An application of text mining.*

## **Erasmus Exchange Program:**

### **M.Sc. in Economics**

University of Konstanz, Germany  
2019 – 2020

## **B.Sc. in Tourism**

Universidad de Oriente, Venezuela  
2010 – 2016

Thesis: *Towards a mathematical model for analyzing Venezuelan outbound tourism.*

# Conferences

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*Guest Speaker*

## **BEST MED Seminar: Data Management and Sharing for Sustainable Tourism**

Lazio Region  
Italy, 2021

# Courses

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## **Deep Learning Applications**

Big Data Lab, Regione Emilia-Romagna, Italy (01/2022 – 03/2022)

## **Data Analysis Tools**

Big Data Lab, Regione Emilia-Romagna, Italy (02/2022 – 03/2022)

## **Data Science Summer School**

Hertie School Data Science Lab, Germany (05/2018 – 06/2018)

## **Advanced Analytics in R for Data Science**

SuperDataScience (05/2018 – 06/2018)

# Volunteering

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## **R Code Developer**

EU Aid Volunteers  
Italy, 2021-2022

## **APA-UDONE Animal Protection Association**

Founder  
Venezuela, 2011 – 2018

## **Project Fellow**

**12/2022 – 07/2023**

### **University of Bologna, Italy**

I was awarded a research fellowship in the EU-funded NEST project to support the design and delivery of educational programs for sustainable tourism entrepreneurs in developing countries.

- Organized online and in-person seminars, working closely with international partners and local communities.
- Presented research results in accessible formats, including visual materials and short reports for non-academic audiences.
- Redesigned the project's online platform to improve access to learning materials and student collaboration tools.

## **Research Fellow**

**12/2020 – 12/2021**

### **University of Bologna, Italy**

As a researcher at the Center for Advanced Studies in Tourism (CAST), 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 scrape business information from the web, as part of a project for the Rimini Tourism Board (IT).
- Designed an online and physical questionnaire for the Cattolica municipality (Italy). My responsibilities also included analyzing the data and creating an online dashboard in Tableau to access the results.

## **Research Intern**

**04/2020 – 10/2020**

### **University of Bologna, Italy**

I worked as a research intern at the Center for Advanced Studies in Tourism (CAST) 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.

# Publications

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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.