

Valeria Villalobos

Project Manager | Research & Operations Specialist

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About Me

I am a project manager with a diverse background in research, technology, and operations. I have led international projects and collaborated with remote, multicultural teams in both academic and tech environments. 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, managed international initiatives, and more.

Experience

AI Project Consultant

02/2025 – Present
Spain (Remote)

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.
- Delivered tailored AI strategies for clients in tech and operations, improving workflow efficiency through automation.
- Advised on data preparation and best practices to guide future AI initiatives.
- Prepared reports and recommendations to support strategic decision-making.

AI Projects & Operations Manager

12/2023 – 12/2024
Germany (Remote)

Mailytica GmbH

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
Germany (Remote)

Mailytica GmbH

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.

Project Fellow

University of Bologna

12/2022 – 07/2023

Italy (Hybrid)

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

University of Bologna

12/2020 – 12/2021

Italy (Hybrid)

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

University of Bologna

04/2020 – 10/2020

Italy (Hybrid)

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.

International Business Consultant

TAS Automation

06/2017 – 09/2019

United States

(Remote)

As an International Business Consultant, I worked in B2B sales and project coordination on an international scale.

- Managed industrial automation projects across Mexico, Colombia, Italy, Germany, and USA, ensuring technical accuracy and timely delivery.
- Led international purchasing and sales operations, handling customs documentation, import/export taxes, and supplier coordination.
- Prepared competitive proposals and documentation for large-scale corporate tenders and public bids.

Education

M.Sc. in Economics and Management

2018 – 2020

University of Bologna

Italy

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

2010 – 2016

Universidad de Oriente

Venezuela

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

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)

Courses

Data Analysis Tools

02/2022 – 03/2022

Big Data Lab, Regione Emilia-Romagna, Italy

Deep Learning Applications

01/2022 – 03/2022

Big Data Lab, Regione Emilia-Romagna, Italy

Data Science Summer School

05/2018 – 06/2018

Hertie School Data Science Lab, Germany

Advanced Analytics in R for Data Science

05/2018 – 06/2018

SuperDataScience

Volunteering

EU Aid Volunteers

2021 – 2022

R Code Developer

Italy

APA-UDONE Animal Protection Association

2011 – 2018

Founder

Venezuela

Publications

Monitoring Sustainability along Cultural Routes: The Case of the Med Sustainable Path and Cultural Route Model

2022

Gasparini, M.L. & Villalobos, V. (2022). Handbook of Research on Cultural Tourism and Sustainability. IGI Global.

Conferences

Guest Speaker - BEST MED Seminar

Data Management and Sharing for Sustainable Tourism, Lazio Region

2021

Italy

Projects

AI Email Assistant

Mailytica GmbH

Redesigned the company's web app and led automation workflows for multilingual email classification. Contributed to dataset curation, model optimization, and prompt testing.

2024

Technical Documentation

Mailytica GmbH

Built the full documentation ecosystem using Python's Sphinx and GitHub Pages.

<https://docs.mailytica.ai/main/index.html> 

2022

Survey Data Automation

WeWorld, EU Aid Volunteers

Developed R scripts to automate data cleaning, visualization, and reporting for NGO field projects.

github.com/WeWorld-GVC 

2022

Sustainability Dashboard

University of Bologna

Developed a web-based dashboard in Tableau to visualize sustainability indicators from EU tourism projects, integrating survey and open data sources.

2021

Text Mining for EU Tourism Projects

Applied NLP in R to extract insights from EU-funded tourism reports.

github.com/vchiara/text-mining-eu-tourism 

2020

Google API Address Geocoder

Automated address geocoding using the Google Maps API in R.

github.com/vchiara/google_api_address 

2020

Industrial Automation Projects

TAS Automation

Managed cross-border B2B automation projects in Europe and Latin America. Introduced automated reporting systems and improved logistics workflows.

2017 - 2019