

# Ary Jose' Rubi Espinal

Date of birth: 01/09/1997

Nationality: Honduran - Italian

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## Education

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### International Master in Business Analytics and Big Data

2022 – 2023

Politecnico Di Milano Graduate School of Management

-Specialization in Machine Learning | SQL | No-SQL databases | Cloud Technologies | Marketing Analytics | Text Analytics | Web and Digital Analytics | Project and People Management | Data Visualization | Business Management | Statistics

### Bachelor's Degree in Business Management

2015 – 2020

UNITEC – Honduras

-Bachelor focused on Management, Marketing, Negotiation, Economy, Accounting, Human Resources Management, Project Management, Strategic Management, Financial Management.

## Professional Experiences

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### Deda Group S.p.A – Milan, Italy

May 2023 – Present

IT consulting company – Dedagroup Business Solutions

#### Industrial IoT consultant

- Partnered with senior consultants to innovate and implement Industrial Internet of Things (IoT) solutions, driving advancements in manufacturing, energy, and other industrial sectors
- Led workshops and meetings to enlighten clients on the transformative benefits and applications of Industrial IoT, fostering understanding and adoption across various industries
- Played a key role in identifying and resolving intricate issues related to IoT devices, connectivity, and data flow, ensuring seamless operation and heightened client satisfaction
- Enhanced project success by supporting the management team in task coordination, progress tracking, and timely delivery, contributing to the successful completion of critical projects
- Contributed to the project's long-term success by meticulously documenting requirements, methodologies, and outcomes, laying the groundwork for future reference and continuous improvement

### Teethan S.p.A – Milan, Italy

Feb 2022 – Oct 2022

International Medical Equipment Supplier – Teethan

#### International Inside Sales

- Forged and nurtured trusted relationships, resulting in a 20% increase in engagement and enhancing public relations within key communities
- Orchestrated meetings with prospective customers across Spain, England, Bulgaria, Chile, Peru, Switzerland, and Argentina, and innovated pitching techniques, boosting sales team performance by 30%
- Articulated and delivered market penetration strategies to senior management in Italian, driving a 15% increase in market share in targeted regions
- Unified multiple departments to craft a strategic approach for the Spanish market, leading to a 25% consolidation and strengthening of market position
- Explored and penetrated the South American market through extensive analysis, generating a new customer portfolio and opening a completely new market for Teethan, resulting in a 40% increase in regional sales
- Adroitly resolved conflicts and complex issues for customers and internal departments, enhancing customer satisfaction by 35% and streamlining internal processes

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## Oil&Gas – UNO HONDURAS

### Project Management (Internship)

- Managed and gave support in a design of an annual sales strategy for each area (oil, gas, asphalt, bitumen, ship fuel and airplane fuel)
- Addressed and presented reports of statistical data analysis for the Specialties department (Aviation, Bitumen, Lubricants and Marine) to senior management
- Increased revenue in a moment of turmoil by counseling senior management with a new pricing strategy
- Supported the creation of a statistical analysis for a new market penetration strategy in collaboration with a regional manager

## Skills

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### Hard Skills:

- Python (PySpark, Pandas, NumPy, Scikit-learn, matplotlib, urllib, BeautifulSoup, Selenium)
- R
- SQL (MySQL, SQL Lite, SQL Server)
- MongoDB
- AWS, Microsoft Azure, Google Colab
- Power BI
- Tableau
- Office Suite (Excel, Power Point, Word)
- General knowledge of Git

### Soft Skills:

- Communication
- Leadership
- Negotiation
- Collaboration
- Problem-Solving
- Quick Learner

### Languages:

- Spanish: C2
- English: C1
- Italian: C1
- Portuguese: A2

## Projects

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- Tegucigalpa Real Estate: The project aimed to fill a data gap in Tegucigalpa's real estate sector by scraping information from various websites using Python and automating the data extraction and cleaning with AWS services like Lambda and S3. The processed data was visualized in a Power BI dashboard, providing insights into real estate trends and patterns, making it a valuable tool for understanding real estate dynamics through the integrated use of Python, AWS, and Power BI.
- Beach Reservations: Using SQL, the project analyzed beach reservation data to uncover trends in beaches, boat rentals, and pricing, leading to personalized offers and increased customer satisfaction.

## Additional Information

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- Volunteering: CIF Vicopisano

Jan 2021- Jan 2022

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- Awards:
  - Rotary Youth Leadership Award
  - Best pitch in a HIIP by Dale Carnegie
  - Best pitch in an entrepreneurial college contest
  - Leadership Award in EFHM by Dale Carnegie
  - Future leader Award in Generation NEXT by Dale Carnegie
- Courses / Bootcamps:
  - Soft skills:
    - Effective Communication and Human relations – Dale Carnegie
    - High Impact presentations – Dale Carnegie
    - Successful Negotiation – University of Michigan
  - Hard skills:
    - Data Engineer - DataCamp
    - Python for Everybody Specialization – University of Michigan
    - Data Analytics Specialization – Google
    - Fundamentals of Quantitative Modeling – Wharton Online