Beatrice Tomasello

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EDUCATION

Master of Science in Analytics   **May 2022**

Louisiana State University   GPA 3.7

Master of Science in International Business and Entrepreneurship   **May 2022**

University of Pavia   GPA 3.7

Related Coursework: Information Systems for Managers, Big Data Analytics, Digital Innovation

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CERTIFICATIONS

AWS Cloud Practitioner, Google Analytics Advanced, Watson Assistant Foundations IBM, TOEFL

SKILLS, ACTIVITIES

Skills: Python (Jupyter), Excel, Tableau, SQL, JMP, RapidMiner, PySpark, Google Cloud Platform, AWS, Canva, Presentation building, Public speaking

Languages: English, Italian, Portuguese, Spanish

Activities: Erasmus+ study abroad semester scholarship, Mentee at Mentors4U, Double Degree program, Erasmus Student Network volunteer, New York Cares volunteer, AgMagic Volunteer

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CONSULTING EXPERIENCE

Analytics Consultant   **Jan 2022 - May 2022**

Rotary Club Vigevano-Mortara, remote

- Analyzed client needs to envision a strategy to cut costs and improve the efficiency of the supply chain in the footwear manufacturing district of Vigevano
- Created a sales forecast model to predict shoe consumption trends based on product data and reviews web scraped from online retailers

Analytics Consultant   **Jan 2022 - May 2022**

Data Against Human Trafficking, Baton Rouge LA

- Leveraged data analytics to support Louisiana State Police in identifying and investigating criminal entities involved in human trafficking
- Improved the efficiency of the similarity analysis of web scraped criminal ads to achieve accurate and comprehensive results

Analytics Consultant   **Sep 2021 - Dec 2021**

Our Lady of the Lake, Baton Rouge LA

- Communicated extensively with the client to understand the business objectives and define business requirements
- Developed a Python script that automated 75% of the performance indicator calculation process and enabled user-friendly visualizations through Tableau

OTHER EXPERIENCES

Research Assistant - Intern   **Feb 2021 - Jun 2021**
University of Pavia - Business Department, remote
- Collaborated to the creation of multiple research projects focused on digital innovation, provided data analysis and literature review support to the main authors
- Managed the social media profiles (Instagram, Facebook and LinkedIn) of the Master in International Business, achieving a 20% average increase in followers number
- Covered the digital producer role in remote academic conference and in remote EMBA classes offered through Webex and Zoom

Founder   **Mar 2020 - Mar 2021**
HANGAR, remote
- Managed a team of 6 and a community of inspired and motivated people who shared knowledge, skills and job tips with each other over Zoom meetings
- Selected to participate in Innoventure, a year long start-up accelerator program curated by two top Italian universities: Universitá Bocconi and Politecnico di Milano

Au Pair   **Aug 2018 - Sep 2019**
Cultural Care, Hastings-on-Hudson NY
- Developed strong problem-solving skills while supporting three kids' growth and everyday wellbeing and learning about American culture
- Digitized the salary payments, formulated food plans that enabled savings and introduced shared digital tools to manage activities and schedules in an efficient and timely manner

Waitress   **Jun 2020 - Sept 2020**
Archivolto Osteria Nostrale, Ovada Italy
- Exceeded expectations in serving customers and in providing them with competent advice and a friendly, welcoming, multilingual hospitality

FURTHER PROJECTS

Cloud Strategy   **Mar 2022**
Defined a detailed cloud migration strategy for a leading logistics company, from assessing the current state of the information systems and tech knowledge to defining the main requirements and benefits of the operation.

London Food Scene   **Mar 2020**
Self-taught R and used it to build a comprehensive report about the food delivery and restaurant scene in London, with a 7 days timeframe, as part of the selection process for the Double Degree program with LSU. Awarded the scholarship thanks to the quality of the work.

Spotify Skipping Behavior   **Dec 2019**
Developed a model to predict user skipping behavior on songs streamed on Spotify application, using logistic regression and random forest methods developed using Python.