Marco Russo

Lead Data specialist - Instructor

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Summary

I have 10 years experience as a **Data consultant and machine learning specialist, result-oriented** with extensive experience in team building and leading, product development, project management, compliance, and quality assurance involved in marketing, business, financial and TI area. I have successfully helped companies to achieve and delivers successful solutions to complex projects and drives growth, productivity and reduced costs. Currently, I lead up an important account about all data phases: **collect, mining, preparing, modeling and visualization,** proven track record in fast-paced, highly competitive environment, a passion for innovation and teamwork and I developed my problem-solving skill in data science processing in Agile methodology.

I manage some **in-company trainer'courses** and as **associate professor** about Data Analytics & BA, Data Science specialization courses and master' degrees for some universities and collaboration at important business' schools. I have strong knowledge about Big Data, Data Engineering, Data Science, Data Analysis, Business Analytics and Business Intelligence, Software development, team building and leading and passion for making and building as well as Data Visualization. **My strength is to be constantly involved** in my projects since the beginning to the end.

Skills

Technical Skills and competences

Programming:
Python, R, JavaScript, PHP, C++ and learning Scala
- comfortable to use API's, Scraping and web Crawling
- development Google AppScript to connect and explore other tools with Google Drive (Sheets, Docs, Slides)

Databases: working with complex queries by MySQL, PostgreSQL, MongoDB, MariaDB and BigQuery languages

BigData ecosystem and technologies:
managed Apache Hadoop, Hive, Storm, Zeppelin, Yarn, Spark and Databricks in all big data phases in streaming, batching and real time processes: collect, analyze and visualization.

Machine Learning in R Studio and Python: develop and validate models by Data Mining algorithms, statistics
- Supervised, KNN, NB, SVM, LDA. Predictores: LR, Log.Reg.
- Not Supervised, K-Means, SVD, PCA.

Exploratory Data Analysis: Data formatting and data table structures, model validations and visualize new insights

Text Mining: Stopword, Lemmatizer, Stemmer, Sentimental Analysis

Deep Learning: Perceptron, Neural Networks, Keras and Tensorflow

Data Visualization: Pipeline, Matplotlib and Seaborn, ggplot2, Plotly, Shiny. Also I managed Django and Flask, D3.js
SaaS used: PowerBI, Tableau, QlikSense, Google Data Studio

Courses & Certifications

- **Certifications:** Associate Data Engineer
  AutoML on Microsoft Azure, GCP and AWS
  Spark Analysis, Spark Machine Learning
- various Mooc's courses about Stats, Programming, Data Analysis and Machine Learning:
  EDx, MITx, Coursera, Udacity, HarvardX, Udemy
  - Experience with several digital analytics tools (Google Analytics, Adobe Analytics, Tag Management, A/B testing, CRO and SEO/SEA tools, etc.).

Languages

- English, Italian (mother tongue), Spanish, French

Work experience

Data Science and Business Analyst - AI consultant
2018 - today

Paradigma consulting by Indra Technology Information - Spain

✓ Some clients where I managed project: Mapfre, Auchan, BNP Paribas, Naturgy, Santander, BBVA.

Business Analyst & Data specialist
2013 - today

OPTILINGUA International - France & Switzerland HQ

As a remote worker and my main tasks in Optilingua are:

> ✓ Managing 12+ EU countries + USA machine learning techniques, measurement plan
> and coordinate, update and creation of measurement plan, technical implementation

Associate Professor Data Science and in-company Data Instructor
2012 - today

UOC (Universitat Oberta Cataluña), UDEMY, Neoland, IEDGE, IMF, EAE Business
School Spain&Madrid Chamber of Commerce and Industry

Associate professor and main instructor for the below courses:

> ✓ Creation, coordinate and tutoring of the Introduction to Big Data platform, Statistics, Maths, Algorithms
> fundamentals and Machine Learning, Data Mining, Cloud programming

Financial Advisor, Customer Accounting, Head of Data analysis
2005 - 2018

BBVA Bank, Movistar Telefonica, Vodafone, MarketINhouse / RuBri Services /
DSATech Consulting - Latam, Spain, Italy, UK

> ✓ Economics and financial roles
> ✓ Web Analysis
> ✓ In-Company Training: Google AdWords, Google Analytics & Tag Manager, CRO and UX

Education

Master's degree Data Engineer
2019 - 2021

Universitat Oberta Catalunya - UOC

Big Data Analytics, Data Science techniques, Data Engineering applied for Business Analytics

Master's degree Data Analytics and Business Analytics
2018 - 2019

Universitat Oberta Catalunya - UOC

Data Mining, Business Intelligence, Data Visualization and Data Analytics projects.
Python and R for Data Science and Data Analytics

Data Analytics & Data Science' courses
2016 - 2018

Neoland, Coursera, EdX, Udacity, Datacamp

- Mid-Advanced Data Science course
- Big Data and Business Intelligence courses
- Mooc's or premium programs about R, Python, SQL, Time Series, Machine Learning, Deep Learning, AI

Advanced Program's of Digital Analytics
2012 - 2014

The University of British Columbia - EAE Business School

Degree Name UBC/DAA Award of Achievement in Digital Analytics and digital marketing techniques
SEO/SEA Dates attended or expected graduation 2014

Bachelor's Degree of Economics
2001 - 2005

Seconda Università Napoli - Italy

Financial market specialization and stock exchange courses.