Ludovica Donatelli

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Area of Interest: Marketing Analytics, Business Insights | **Preferred Locations:** Italy, Netherlands

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WORK EXPERIENCE

Nexi Group, GenAI Lab   Milan, Italy | 06/2025 – Present
Technical Product Manager for Generative AI Solutions

- Led end-to-end development of generative AI solutions, from strategic planning through to implementation and deployment
- **Key projects delivered:**
    - Designed and deployed an **internal Meeting Minutes generation tool** fully developed in **Copilot Studio**
    - Built an **internal Document Translation tool** leveraging **Azure AI services integrated with Copilot Studio**
    - Drove the **integration of ChatGPT Enterprise** into organizational workflows
    - Oversaw **OpenShift AI integration** in a cloud environment

Nexi Group, Graduate Program   Milan, Italy | 09/2023 – 06/2025
Landing Position: Data Scientist for Business Insights

- Partnered with external clients, including _Sky Italy_, to deliver comprehensive **data-driven reports**, providing actionable insights for **marketing strategies** and **customer base management**.
- Developed business strategies for the marketing department, **leveraging data insights to optimize lead generation efforts** and enhance targeted customer engagement.
- Designed and maintained **PowerBI dashboards** to track and analyze KPIs, such as **prospect evaluations** and **customer churn rates**, driving data-informed decision-making.

Project Management Course: Completed a course delivered by BIP for Nexi.
- **IT Project Implementation:** Applied course learnings to implement **Copilot Gen AI** in **PowerBI**, enhancing dashboard readability for Nexi's IT unit.
- **Training and Adoption:** Designed learning paths and recorded training sessions to guide employees in **leveraging Gen AI features within PowerBI**

First Rotation: Marketing Offer and Pricing Specialist   10/2023 – 03/2024
- Led a cross-functional strategic project focused on customer retention and churn reduction by **analyzing customer behavior**, transaction data, and **engagement trends to develop targeted initiatives**.
- Managed the partnership with BPER Bank by **evaluating campaign performance metrics**, **optimizing portfolio strategies** based on historical data, and developing **promotional initiatives** aligned with **customer insights and market trends**.

Second Rotation: E-commerce Product Marketing Analyst   03/2024 – 10/2024
- Developed Power BI dashboards to track KPIs related to **customer adoption, transaction trends, and engagement with the payment gateway**, enabling data-driven marketing decisions.

- Structured and optimized **data ingestion processes within AWS cloud-based systems**, ensuring seamless access to customer insights, campaign performance data, and market trends to inform product positioning and promotional strategies.

Philips Hue Lighting @Signify   Eindhoven, Netherlands | 03/2023 – 08/2023

Intern as a Brand and Marketing Strategist

- Monitored key performance indicators (KPIs), delivering actionable insights on **customer engagement** with the Philips Hue **mobile app**.
- Performed in-depth data analysis to shape and define **Global Marketing Propositions for 2024**.

DigiTouch SPA (former Meware)   Rome, Italy | 09/2021 – 01/2022

Intern as a Data Analyst for Enel Global Trading Market

- Conducted data analysis related to the trading activities of the global energy market.

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EDUCATION

Double Degree Program, Tilburg University   Tilburg, Netherlands | 09/2022 – 07/2023

Marketing – Major: Analytics

- **Relevant Courses**: Customer Analytics, Online Data Collection and Management, Data Preparation and Workflow Management
- **Programming Languages**: R and Python
- **Thesis**: Preference Reversal: Hedonic and Utilitarian Considerations for Physical and Digital Products | **Final Grade**: 8/10

Master's Degree, Luiss Guido Carli   Rome, Italy | 09/2021 – 07/2023

Marketing – Major: Analytics and Metrics

- **Relevant Courses:** Marketing Metrics, Statistics for Marketing, Consumer Behavior
- **Thesis**: Preference Reversal: Hedonic and Utilitarian Considerations for Physical and Digital Products | **Final Grade:** 110/110 Cum laude.

Bachelor's Degree, Sapienza University   Rome, Italy | 09/2017 – 07/2020

Management and Business Administration

- **Thesis**: Influencer Marketing: The Brand-Influencer Solution for New Marketing Strategies in the Digital Age | **Final Grade**: 103/110

Erasmus+ Program, Södertörn University   Stockholm, Sweden | 08/2018 – 01/2019

Economics and Management

- **Relevant Courses:** Macroeconomics, Statistics, Business Administration

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SKILLS, ACTIVITIES & INTERESTS

Languages **– Italian:** Native | **English:** Proficient | **Spanish:** Basic
IT Skills **–** SQL (Presto Athena) **|** Copilot Studio by Microsoft **|** Python for Web Scraping and APIs | R
Data Analysis | SPSS | MS Office
Certificates **–** BIP Project Management Course | Fundamentals of Digital Marketing (Google Digital
Training)
Activities **–** Luiss Lab Finalist for Fater Award | Luiss Lab for Procter and Gamble | Volunteer at
Comunità di Sant'Egidio
Interests **–** Board Games | Reading | Beach Volley | Squash