

# Ludovica Tomaselli

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## Languages

### • Italian



### • English



## Technical Skills

### • Data cleaning



### • Data visualization



### • SQL



### • Tableau



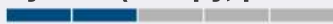
### • Excel



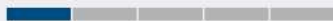
### • PowerPoint



### • Python (numpy, pandas)



### • R



## Soft Skills

### • Storytelling

### • Creativity

### • Communication

### • Teamwork

### • Curiosity

## Profile

Data Analyst with a background in graphic design, video editing and screenwriting, offering a unique blend of skills to deliver compelling data stories. Proficient in SQL, Excel, and Tableau, with strong analytical skills and an eye for visually engaging presentations. Creative, adaptable, and eager to learn.

## Work experience

### Data Analyst

06/2022 - Present | Qwince | Palermo (Italy)

- Cleaned, prepped and analyzed databases in PostgreSQL and MySQL
- Created data visualizations and reports with Tableau
- Created presentations using Looker Studio, PowerPoint and Photoshop
- Worked on video presentations using Babelee and After Effect
- Collaborated with the marketing team to drive business growth

### Data Analyst assignment

05/2022 | Smeralda Consulting | Palermo (Italy)

- Collected and analyzed data on tourism in the Madonie area in Sicily
- Developed a presentation on the subject with Looker Studio and PowerPoint

### BigQuery Data Analyst (Internship)

12/2021 - 03/2022 | Cloudtec | Palermo (Italy)

- Successfully recovered and analyzed data from a previously unusable database using SQL and BigQuery
- Identified key areas and hours of activity to optimize business performance
- Created data visualizations with Looker Studio

### Graphic Designer and visitor assistant

09/2018 - 03/2021 | Santa Caterina Monastery Museum | Palermo (Italy)

- Designed promotional materials and managed official website
- Assisted international visitors during their museum visits

### Freelance videoeditor and screenwriter

06/2009 - 09/2018 | in collaboration with Klexo group | Palermo (Italy)

- Edited various music videos, short films, and documentaries
- Developed multiple screenplays, including a comic and two TV pilots
- Created a Youtube channel (*Bleedgirl*) that counts 130.000.000 views

### Production assistant (Internship)

04/2013 - 09/2013 | Studiomain | Rome (Italy)

- Worked on the animated series "Everybody loves a Moose"
- Coordinated with production studio to reduce a six-week delay

### International experience

04/2012 - 09/2012 | Ashwell House | London (England)

- Worked as secretary and part of the administrative team
- Improved my English skills while working in a multicultural environment

## Education

03/2021 - 03/2022 | **II level Master in Data Science & Big Data Analytics**

EQF 8 | 95/100 (GPA 3.75) | University of Palermo | Palermo (Italy)

09/2011 - 03/2015 | **Master's degree in Cinema and Theatre** || EQF 7

EQF 7 | 110/110 cum laude (GPA 4) | University of Palermo | Palermo (Italy)

09/2006 - 03/2011 | **Bachelor in Art and Showbusiness** || EQF 6

EQF 6 | 100/110 (GPA 3.55) | University of Palermo | Palermo (Italy)