Marco Greselin

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EDUCATION

2015 – 2016	University College London	
	MSc Computer Science	
2011 – 2015	Université du Luxembourg	
	BSc Economics and Management	High Honours
	Sept. 2013-Feb. 2014 Exchange Student at Sophia University, Tokyo	
	JASSO Scholar (¥400,000) and Erasmus+ Scholar (€8,000)	
2006 – 2011	Liceo Classico Foscarini, Venice	
	Majors: Latin, Ancient Greek	

WORK EXPERIENCE

June — September 2015 (London) — Google – YouTube Partner Product Solutions

Built a prioritisation algorithm to find Content ID opportunities for YouTube partners. Created heuristics and promoted use with business teams.

- Leveraged data from 5+ internal platforms and designed the heuristics to consolidate them (different units of measurement and efforts required).
- Wrote and automated the scripts that fuel the prioritisation engine. Surveyed business cases and various functions that would benefit from this project. Created a number of user interfaces to address specific needs (add-on for Google Sheets using Apps Script and BigQuery API, Google Dashboards, SQL tables etc.). Evangelised product with teams in the Content organisation at YouTube. Outlined future implementations.
- Followed 50+ trainings on Google management practices and YouTube digital rights. Gained AdSense Certification and YouTube Certification.

March 2014 — February 2015 (Berlin) — Rocket Internet – Payleven Business Intelligence

Payleven is Rocket Internet's venture for mobile payments operating in over 12 countries in Europe and South America.

- Working with Payleven Global CEO to design and deliver more than 10 models with a variety of cohort views that let understand and forecast performance on critical KPIs (e.g. growth rate, churn rate, activity rate, funnel conversion, users behaviour etc.).
- Transformed Operations and CRM into data-driven departments through identifying, fetching and aggregating 300+ KPIs.
- Overseen several company-wide projects including the launch of the flexible pricing scheme in the UK and evaluation for rollout in other markets.
- Designed and delivered a large number of new insightful reports and dashboards for all departments using Talend, MySQL, SOQL (SalesForce) and other vendors' APIs (e.g. purchase acquisition channels, marketing campaigns performance etc.).
- Negotiated with vendors to move towards self-service analytics. Presented outcomes and budget to MDs. Rolled out implementation of Tableau.

July and August 2013 (Luxembourg) — Skype – Business Operations Intern

My goal was to outline ways to integrate Microsoft internal projects for Social Media Analytics at Skype.

- Successfully consulted all major experts in the fields of Social Media Analytics at Microsoft worldwide. Discussed findings and implementation with senior managers in London. Created the basis for a collaboration with a recent acquisition.
- Personal projects: How to enhance the UX with a series of new features and a profoundly new approach to the UI. Keynote for the VP Business Operations at Skype on approaches and relational models for operations and engineering.

November 2012 — June 2013 (Luxembourg) — Université du Luxembourg – Officer, Student Life

Led all student organisations, assured effective communication and collaboration with the university and designed control strategies.

- Launched the office. Building the teams for 10+ new clubs and societies. Troubleshooting for all teams.
- Introduced a new system of official recognition and budget distribution. Number of activities surged 5x.
- Facilitating the international recognition of AIESEC, ESN, ELSA, oikos Luxembourg committees.

July and August 2012 (Beijing) — China Performance Group – Marketing

- Publication of the White Paper "Will Rising Labor Costs Hurt China's Export?". http://bit.ly/RRYV92
- Prospective customers acquisition through search engine optimisation, social media and marketing strategies.
- Writing articles on China sourcing and China business and trade on the company's website.

November 2008 — July 2009 (Venice) — Rete Veneta – Journalist, TV host

- Leading a group of seven delivering weekly broadcasts reaching over 30,000 viewers per week. Hosting the program "Venezia in Campo" on politics and history. Key member of the regional newsroom team.
- Links to all the episodes of the program "Venezia in Campo" are available on http://bit.ly/RXC0YI Some reports for the TV news are available on http://bit.ly/4UEbuF

September 2003 — November 2008 (Venice) — Tg Veneziaedizioni – Founder & CEO

- Launching the first web TV in Venice delivering video and monthly radio news all available on the internet only. Co-ordinating a team of ten students without the help of adults. Lecture held at the University of Padua in 2007.
- Establishing a strategic partnership with the Venice commission for young people. More on http://bit.ly/gqvenF

LANGUAGES AND SKILLS

Programming Languages (in decreasing order of proficiency) – Java, HTML+CSS+JavaScript, PHP, Assembler. Proficient in SQL.
Technologies – jQuery, AWS and Microsoft Azure, Node.js, Git.
Apps – Sketch, StarUML, Microsoft Excel, Tableau. Advanced Final Cut user.
Others – Fluent is English, French and Italian.