

Maria Marinela Cheaptanariu

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ABOUT ME	Graduate in Economics and Engineering Management, both delivered in English. I enjoy turning data into actionable insights, optimizing processes, and tackling complex challenges. Curious and adaptable, I thrive in international teams and bring creativity and analytical thinking to every project.	
EDUCATION	<div>Master in Engineering Management – Università degli Studi di Siena (2023 – Ongoing)</div> <ul style="list-style-type: none">Dissertation Thesis [in progress]: AI Chatbot for Bridging the Information Gap Between Merchants and Accountants: Designing a RAG-Based Support System <div>Bachelor in Economics and Management – Università degli Studi di Siena (2019 – 2023)</div> <ul style="list-style-type: none">Dissertation thesis: The paradigm of NPM: programming processes within public administrations: Empirical analysis of PIAOs 2022–2024	
ERASMUS PROGRAM	<div>HEC Management School– University of Liège, Belgium – [09/2021 – 01/2022]</div> <div>Key Activities:</div> <ul style="list-style-type: none">Business Simulation: Winner of business strategy simulationFinalist in the 'Shape the World of Tomorrow' Challenge by Dassault Systèmes: Developed a project focused on sustainable fishing nets.	
PROFESSIONAL EXPERIENCE	<div>Operational Excellence and Continuous Improvement Intern – [12/2022 – 07/2023]</div> <div>GSK VACCINES, Siena</div> <ul style="list-style-type: none">Developed Power BI control dashboards to monitor QC laboratory operations; defined KPIs to optimize performance.Led 5S Lean Management projects in QC laboratories (5 projects completed).Applied DMAIC methodology and used Accelerators tools to improve problem-solving processes.Contributed to the Value Creation Program as an economist supporting strategic initiatives.	
SELECTED PROJECTS & ACTIVITIES	<div>Applied machine learning & advanced data analysis to generate business insights. Examples:</div> <ul style="list-style-type: none">Time Series Analysis – Johnson & Johnson: Identified ARCH/GARCH models to forecast financial data, providing robust predictions for time-dependent patterns.Social Media Usage & Emotions Analysis: Applied clustering techniques on user interaction data to reveal distinct engagement patterns; derived actionable insights for marketing strategies.Salary Prediction: Conducted EDA, applied Linear Regression, and performed hypothesis testing to analyze salary determinants.PIMA Indians Diabetes Dataset: Built and evaluated multiple classification models (Logistic Regression, LDA, QDA, KNN) to predict diabetes risk.Marketing Plan – RCR Cristalleria Italiana: my contributions, other than group leader, were conducting macroenvironmental analysis, performing CFA on questionnaire data, and developing marketing strategies along with financial projections.	
TECHNICAL SKILLS	<div><ul style="list-style-type: none">Programming: Python, R, MATLAB, DataikuData Visualization: Power BI, Excel, TableauSoftware: MS Office Suite, Canva, PreziTools: GitHub, Jupyter Notebook, VS Code</div>	
SOFT SKILLS	<ul style="list-style-type: none">Analytical thinker, solution-oriented, emotionally intelligent, learning agility, Leadership	
LANGUAGES	<ul style="list-style-type: none">Italian/Romanian – Mothertongue English – C2 Spanish – B2 French – B1+	