Claudio Paladini

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Work Experience:

Brightblue Consulting (London)

Nov 2019 (current) *Data Scientist L2*

Jul 2018 - Sep 2019 *Consultant L1*

- End to end management of analytics/consulting projects: These include regression analysis aimed at optimizing pricing and marketing spend, unsupervised ML to investigate untapped opportunities within clients' data. Each project also involved continuous interactions with the client from data collection to delivery and final presentation.
- Developing tools in R (tidyverse, shiny, plotly, rvest) and Python (pandas, sklearn, plotly, bs4, Flask) for internal and external use: These tools were aimed at making modeling and optimizations accessible to clients as well as members of the internal team in order to close the gap between data and actionable insights.
- Training employees to use R: The aim of these training sessions is to produce regression/classification models, Shiny web apps, and perform data wrangling using dplyr. This also involved creating the content and exercises specifically for training purposes.

IPG Mediabrands (Milan)

Jul 2017 - Mar 2018 *Junior Data Analytics Specialist*

Jan 2017 - Jul 2017 *Data Analyst Assistant*

- Data manipulation and analysis to produce econometric models, geo-marketing and clustering analyses using R, Knime, and Excel: Using client data to measure marketing performance and opportunities.
- Data collection and formatting for internal purposes.
- Building scripts or excel-based solutions for data-related needs of both colleagues and clients using R(rvest, shiny) and Tableau.

Bocconi University (Milan)

Sep 2016 - Jan 2017 *Data Analyst Internship*

- Data entry and analysis using Excel and PowerPoint: This involved using data from the Alumni database to visualize the performance of CRM campaigns, as well as researching competitors for internal benchmarking.
- Customer Information: General inquiry contact number & email of the Bocconi Alumni Association.

Education:

2015 - 2016   *MSc Entrepreneurship and Management, University of Bath (2.1)*

A one-year master aimed at gaining a more in-depth and hands-on knowledge of fundamental strategic and financial mechanisms that companies are built upon. The course also tackled concepts related to innovation and technology such as intellectual property rights and the study of networks, applied to all sectors and industries.

2012 - 2015   *BSc Economics, Royal Holloway University of London (2.1)*

The degree focused on the study of the efficient allocation of scarce resources through quantitative analytical techniques. The most valuable and practical skills acquired are statistical modeling, Stata and R scripting alongside the theoretical study of markets from, both, a micro and macro perspective.

Other Skills:

IT

- Basic level: C, Tableau, Java, SAP-CRM, Stata, JavaScript
- Intermediate level: Prezi, Knime, Python, SQL, HTML, CSS, PowerBI
- Advanced level: R, Microsoft Office (Excel, Word, PowerPoint)

(MOOC's)

- *https://www.datacamp.com/profile/paladinic*
- *https://teamtreehouse.com/paladinic*

Languages

- Fluent: English & Italian
- Conversational: Spanish