

Roberto Malcotti

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Experience

- Oct 2017 **Data Engineer / Data Analyst**, [Bitbond GmbH](#), Berlin (DE) + Remote
Oct 2019
 - Leading credit/marketing data initiatives with focus on simplicity and maintainability
 - BI Admin ([Metabase](#)), ML features, ETL prototypes, SQL, Python and Google Script
- Apr 2017 **Marketing Automation Engineer**, [Auto1 GmbH](#), Berlin (DE)
Sep 2017
 - Debugging and refactoring existing Python scripts
 - Marketing automation developing ETL pipelines using Google Adwords API
- Jul 2016 **Online Marketing Developer**, [Internetstores GmbH](#), Berlin (DE)
Mar 2017
 - Automate processes generating innovative information and competitors' scraping
 - Customize ads with real-time updates (+0.5% CTR and +0.15% CR)
- Sep 2015 **Online Marketing Analyst**, [Nu3 GmbH](#), Berlin (DE)
Jun 2016
 - Bridge between Marketing and BI, budgeting across countries, channels and lines
 - My Black Friday initiative with custom ads mentioned by [Google](#), (+6% CTR, +2.1% CR)
- Oct 2014 **Operation Analyst**, [Scarosso GmbH](#), Berlin (DE)
Aug 2015
 - Sorting items on the website based on quantitative and qualitative decisions
 - Returns logistics, analysis of inventory and product trends
- Apr 2012 **Junior Logistic Project Coordinator**, [Guess Europe SAGL](#), Lugano (CH)
Oct 2014
 - Audit and control of the quantities managed in the warehouse
 - KPIs and budget control, providing data to Customer Service, Finance and Marketing

Education

- 2009 **B.Sc. Management Engineering**, [SUPSI](#), Lugano (CH)
2012 Specialising in logistic, supply chain and project management.
Thesis: "Inventory turnover of Guess Europe SAGL: analysis and proposal."
- 2013 **Computer Science Engineering**, [SUPSI](#), Lugano (CH)
2014 Evening courses to strength IT skills, with focus on Linux, Database, OOP

Tech

- Comfortable Golang, Python, PostgreSQL, Linux, Javascript, HTML, CSS, GitHub
Jupyter, Pandas, Numpy, BeautifulSoup, Requests, Selenium, Colly
- Familiar Docker, Kubernetes, AWS, Vue, OpenFramework, SonicPI, Zapier, Delve
- Google GCP, App Engine, Storage, K8S Engine, Cloud Functions, SQL, Cloud Build, Colab, Chrome,
Chromedp, BigQuery, Analytics, Ads, Sheets, Script, Dataprep, Data Fusion, Drive, Firebase.
- Data Design, implement, maintain and explore modern data architectures with BI integrated.

Side

- Languages Native in Italian, proficient in English and German, limited in French and Spanish
- Freelancer [Datangels.com](#) ~ since 2009 ~ individual lessons of data related topics and web scraping
- Founder [Jeifai.com](#) ~ since 2019 ~ HR Data Detective ~ Web App built with GCP, Golang and Vuejs
- Volunteer Coordinator at *Tech Open Air* 2017/2018, *PyData* 2018 and *Data Native* 2017