

Ruben Arena

Rome, 18/02/2005

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EDUCATION

Bachelor Degree, LUISS Guido Carli

Rome, Italy

Management and Artificial Intelligence

09/2024 – 06/2027

Average Grade: 27.8/30

IB Diploma, NCBIS (New Cairo British International School)

Cairo, Egypt

08/2021 – 06/2023

WORK EXPERIENCE

The Clorox Company

Cairo, Egypt

Marketing & Analytics Intern

06/2025 – 08/2025

- Assisted in executing marketing campaigns for the Egyptian market, conducting market research, analyzing consumer trends, and supporting brand activation initiatives. Collaborated with cross-functional teams to enhance product visibility, optimize promotional strategies, and strengthen Clorox's market presence.

Jelu Consulting

Rome, Italy

Data Analyst

03/2025 – Present

- Worked as a Data Analyst supporting strategic projects through data visualization, reporting automation, and market research

SEDS Italy

Rome, Italy

Head of Marketing, Web & Communication

01/2025 – Present

- Managed and led a 10+ member team delivering multi-channel marketing and communication initiatives, including campaign planning, content strategy, and stakeholder-facing outreach. Coordinated cross-functional workflows (web, design, social, partnerships) to strengthen brand consistency, increase visibility of events and initiatives, and support community growth through data-informed communication decisions.

Emome Technologies

Rome, Italy

CEO & Founder

01/2026 – Present

- Founded Emome Technologies, a privacy-first relationship intelligence product that converts unstructured daily interaction logs into structured insights, trend signals, and concise, user-friendly summaries.
- Designed scoring and tagging framework to quantify interaction intensity and trajectory over time, enabling interpretable dashboards and personalized feedback loops.

PUBLICATIONS

- Perillo, D., Tacconi, M., Priotti, G., Maleki, E., Morelli, R., **Arena, R.**, et al. (2025). **LauncherScanner: An innovative approach to matchmaking payloads and launch systems**. 76th International Astronautical Congress (IAC 2025), Sydney, Australia. DOI: [10.52202/083092-0012](https://doi.org/10.52202/083092-0012)

PREPRINTS (NOT PEER REVIEWD)

- Martinis, E., Lenzi, M., Marcucci, C., **Arena, R.** (2025). Data, Minds & Raw Materials: Euro-Scarcity of Resources. Preprint. DOI: [10.13140/RG.2.2.13979.32804](https://doi.org/10.13140/RG.2.2.13979.32804). (ResearchGate)
- **Arena, R.** (2025). Trade-Offs in Daylight: Earned Civic Credits for Honest Government. Preprint. DOI: [10.13140/RG.2.2.35370.27847](https://doi.org/10.13140/RG.2.2.35370.27847). (ResearchGate)

TECHNICAL PROJECTS

- **Meta (Llama-Based Local LLM Research Pipeline):**

Opened PR #1408 to Meta's Llama repository: clarified deprecated status and added lightweight generation. Evaluation utilities (BLEU/ROUGE/diversity), unit tests, and a minimal GitHub Actions workflow (fork workflows pending approval). Focused on making evaluation more reproducible and easier to run for quick regression checks.

- **City Conflict Risk Modeling from News Text (GDELT):**

Built an end-to-end analytical pipeline that transforms public event data into city-level risk indicators and predictive signals, covering data ingestion, cleaning, feature engineering, and model training with systematic evaluation. The work includes structured experimentation and ablation-style comparisons to quantify the contribution of features and design choices, packaged as a reproducible codebase with saved outputs for transparent performance tracking.

- **NarrativeGuard:**

Automated Inconsistency Detection in Generated Text: Designed a system to automatically identify factual and logical inconsistencies in long-form AI-generated narratives—a critical need for high-stakes applications in journalism, legal, and medical contexts. Built multi-baseline benchmark (rule-based, TF-IDF + SVM, BERT) and achieved 0.76 F1 (vs. 0.69 best baseline). Conducted systematic error analysis with 20+ categorized failure modes, showing long-range dependencies and metaphorical language as primary challenges. Human evaluation showed substantial inter-annotator agreement ($\kappa=0.72$) and strong correlation with human judgments ($p=0.81$).

- **SpaceX Starship Anomaly Explainer:**

Designed an incident-explainer system that converts public narrative sources into structured, evidence-linked. Summaries of anomalies and their likely contributing factors. The pipeline emphasizes traceability from source. Material to final outputs, producing compact “what happened / evidence / context” style syntheses and reducing unsupported claims through retrieval and verification steps.

SKILLS, ACTIVITIES & INTERESTS

Languages: Italian (Mother tongue) | English (Bilingual, C2) | French (Upper Intermediate, B2) | Arabic (Intermediate, B1) | Chinese Mandarin (basic – HSK2 & HSKK)

IT Skills: Python, R, Java; SQL; Data Visualization (Power BI, Tableau); Automation (VBA); Microsoft Office (Excel, PowerPoint, Word); Finance/Data Platforms (Bloomberg).

Certifications :

Stanford University – Databases: Relational Databases and SQL (Aug 2025) |
McKinsey & Company – McKinsey Forward Program (Jul 2025) |
Palantir Technologies – Foundry & AIP Builder Foundations (Jun 2025) |
Snowflake – Introduction to Data Modeling (Jun 2025) |
Amazon Web Services – AWS Webs&Cloud Practitioner CLF-C02 (May 2025) |
ChatGPT – ChatGPT Fundamentals (May 2025) |
DataCamp – AI Business Fundamentals (May 2025) | DataCamp – AI Fundamentals (May 2025) |
Microsoft Azure – Azure Fundamentals AZ-900 (May 2025) |
OpenAI – Developing AI Applications (May 2025) | OpenAI – OpenAI Fundamentals (May 2025) |
Microsoft – Power BI Fundamentals (Mar 2025) |
University of Michigan – Successful Negotiation (Aug 2024) | MITx – Financial Accounting (Jan 2024) |
HarvardX – Entrepreneurship in Emerging Economies (Mar 2024) |
Generation Italy – Junior Salesforce Developer (Mar 2024) |
Confucius Institute – Chinese HSK 2 (May 2024) |
Duolingo C2 – English Proficiency Certificate (Jun 2024, Expires Jun 2026)

Interests:

Text intelligence systems, structured insight from unstructured data, uncertainty-aware generation, multilingual modeling, reproducible Machine Learning experimentation.