GABRIELE BALDASSARRE

Full-Stack Data Engineer Cloud Architect

Status: Computer Engineer, Data & Tech Team Lead

▶ Fields: Data Science, Business Intelligence, Cloud Development

Tech:
R, Tableau, Git, SQL, BigQuery, Docker, Kubernetes, Bash, Unix

▶ Langs: Italian native, English fluent

Attitudes: Lifelong learner, Enthusiast, Supportive, Curious, Mentor



Summary

I am a full-stack data engineer, currently leading the data team of a digital agency. I works in both front-end and back-end tasks with the same efficiency and enthusiasm; this includes advanced data science topics and techniques. Currently I'm designing and developing the next generation cloud-native analytical microservices used to measure the performances of advertising campaigns of our clients. I also love to contribute to opensource projects, science, photography and woodworking.

Experience

2014 - Data Engineer Manager, Kubernetes Cluster Manager

MRM

- ▶ Design and deploy a wide set of modern, cloud-native analytical set of microservices in R, ranging from data wrangling, ETL, data classification, modeling, mining, reporting etc.
- Design and develop Visual Analytics dashboards with Tableau, Kibana, Shiny and others.

2014 Full-Stack Big Data Senior Consultant

SDG Consulting

- Senior consultant in real-time, big data analytics architectures and models.
- ▶ Designed and implemented Big Data lambda architectures using Spark, IBM BigInsights, Watson, DB2 and Tableau.

2011 - 2014 Business Intelligence Senior Specialist

Seat Paginegialle

- ▶ Business Intelligence Developer mainly working in R and Java on OracleDB and Hadoop platforms.
- Involved in advanced web analytics tasks on Adobe Marketing Cloud and Google Analytics and in customer profiling models using search engine and SEO data.

2008 - 2011 **SAS Consultant**

Reply

- ▶ Technical analyst/developer in Business Intelligence, data warehousing, data modelling for a wide set of clients of different sectors and using various SAS products.
- ▶ Technical analysis and development of a marketing segmentation platform for CRM and campaign management. ETL and unit testing for customer intelligence teams.

Seminal Works

2017 - The Six Degrees of Freedom: Social Network Analysis and Marketing

Uniparthenope - Naples

- ▶ Teaching a yearly seminal about Social Network Analysis and its uses in digital marketing and communications.
- The course is intended as a preliminary intro to SNA, R language and theory of informations.

Education

2006 - 2008 Graduated as B.Sc. Computer Engineering

Università del Sannio

- Thesis: Analysis of common patterns in computer virology and modern defenses
- ▶ Developed a set of computer viruses in IA32 ASM to assess modern antiviruses heuristic techniques.