






VALERIA VILLALOBOS

DATA ANALYST / RESEARCHER

CONTACT

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 Ravenna, Italy

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EDUCATION

MSc. in Tourism Economics and Management

University of Bologna, Italy
2018 – 2020

Thesis: *Good practices in EU tourism projects - An application of text mining, 2020*

Erasmus Exchange Program: MSc. in Economics

University of Konstanz,
Germany
2019 – 2020

BSc. in Tourism

Universidad de Oriente,
Venezuela
2010 – 2016

Thesis: *Towards a mathematical model for analysing Venezuelan outbound tourism*

LANGUAGES

- Spanish: Native
- English: C1
- Italian: B2
- French: A2
- German: A2

SUMMARY

I am a data analyst and researcher who specializes in tourism forecasting and analytics, as well as sustainability monitoring. I have worked in the public and private sectors conducting research on various aspects of tourism, and my work has helped policymakers make informed decisions on how to best manage and grow this vital sector of the economy. I am passionate about data and believe that through data-driven decision-making, the tourism industry can become more responsible and sustainable.

PROFESSIONAL EXPERIENCE

Research Fellow

12/2020 – 12/2021

Center for Advanced Studies in Tourism (CAST) - University of Bologna
Rimini, Italy

As a research fellow, I was responsible for conducting scientific research linked to tourism development projects. My tasks ranged from managing projects to analyzing data and publishing findings.

- Actively participated in the design, research, and fine-tuning of an innovative sustainable tourism monitoring system as part of the EU project "BEST MED".
- Created an automated system to extract business information data from the web and efficiently update the database of conference structures in Emilia-Romagna as part of a project for the Rimini Tourism Board.
- Designed an online and physical tourist questionnaire for the Cattolica municipality which was successfully implemented during the summer of 2021. My responsibilities also included analyzing the data, as well as creating an online dashboard from which our team could easily access the results.

Research Intern

04/2020 – 01/10/2020

Center for Advanced Studies in Tourism (CAST) - University of Bologna
Rimini, Italy

I worked as a research intern in preparation for my master's degree thesis. I had the opportunity to participate in EU projects related to the use of new data sources for improving tourism statistics.

- Compiled and classified a comprehensive list of all the available best practices from previous EU tourism projects.
- Applied machine learning techniques to analyze text data. With this approach, I reduced the amount of time needed for data analysis while still providing stakeholders with condensed results in an easy-to-understand format.

International Business Consultant

06/2017 – 09/2019

TAS Automation
Houston, Texas (Remote), United States

As an International Business Consultant, I successfully managed industrial automation projects on an international scale. These projects spanned a wide range of industries, and I was responsible for ensuring that the projects met all deadlines and budgetary constraints.

SKILLS

TECHNICAL

- Data Analytics
- Data Visualization
- Machine Learning
- Text Analytics
- Prediction / Forecasting
- Web Scraping
- Project Management

TOOLS

- R
- Python
- Tableau
- Excel
- SQL
- HTML, CSS, JS
- InDesign
- Adobe Illustrator

PROFESSIONAL

- Excellent time management and planning skills gained through working remotely.
- Communication, collaboration, and problem-solving skills strengthened by working in international teams.
- Ability to be self-taught in order to keep up to date with the latest technologies in my field.

CONFERENCES

3rd Scientific Conference on Research in Tourism and Hotel Management
Universidad de Oriente
Venezuela, 2016

BEST MED Seminar: Data Management and Sharing for Sustainable Tourism
Lazio Region
Italy, 2021

VOLUNTEERING

APA-UDONE Animal Protection Association
Founder and President
Venezuela, 2011-2018

- Introduced innovative technologies for increasing the productivity of business operations. For instance, the automatization of financial reports which were previously done manually.
- Increased efficiency and accuracy by implementing pricing, budgeting, and financial reporting strategies that improved the organization's ability to function at maximum capacity with minimum staff.
- Interacted with clients and suppliers from around the world, such as Mexico, Colombia, Italy, Germany, and the United States. I helped them source materials for their projects, resolve logistics issues that come up in international trade, and manage supply chain processes.

Undergraduate Teaching Assistant

04/2015 – 02/2016

Foreign Languages Area, Universidad de Oriente
Nueva Esparta, Venezuela

As a Teaching Assistant, my main responsibility was tutoring undergraduate students of the subject "English as a Foreign Language" and work on strategies for them to use in their studies outside of class.

- Helped undergraduate students learn the language by teaching them grammar, sentence structure, and vocabulary. In addition, I conversed with them in English to help them practice their conversational skills. By the end of my tutoring sessions, my students were able to express themselves more confidently in the English language.
- Updated teaching and assessment materials for the Foreign Language Department by incorporating new multimedia resources.

Technical Assistant

2014 - 2015

Tourism Heritage Area, Universidad de Oriente
Nueva Esparta, Venezuela

Working as a technical assistant for the Tourism Heritage Area, my main focus was coordinating semester plans. This included planning academic activities and events such as tourism fairs and research conferences.

- Collaborated in scientific research studies to better understand how to incorporate cultural heritage into the regional tourist offer.
- Provided academic support to undergraduate students in the subject "Tourist Destination Management", in particular regarding topics such as carrying capacity calculation, designing sustainability indicators, and using data for managing destinations.

PROFESSIONAL DEVELOPMENT

Deep Learning Applications 01/2022 – 03/2022
Big Data Lab, Regione Emilia-Romagna, Italy

Data Analysis Tools 02/2022 – 03/2022
Big Data Lab, Regione Emilia-Romagna, Italy

Data Science Summer School 07/2021 – 08/2021
School Data Science Lab, Germany

Advanced Analytics in R for Data Science 05/2018 – 06/2018
SuperDataScience

Teacher Training Certificate 03/2017 – 02/2018
Universidad de Oriente, Venezuela

PUBLICATIONS

Gasparini, M.L. & Villalobos, V. (2022), *Monitoring Sustainability along Cultural Routes: The Case of the Med Sustainable Path and Cultural Route Model*, In: Handbook of Research on Cultural Tourism and Sustainability. IGI Global.