

VALENTINA RIZZATI

DATA SCIENTIST

PROFILE

Data Scientist with in-depth experience in driving decision-making through quantitative analysis, advertising technology, and data storytelling. Passionate about math, code, business, and people.

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- tinyurl.com/TableauValentina

SKILLS

- + Data Science ★★★★★
- + Machine Learning ★★★★★
- + Data Visualization ★★★★★
- + Data Storytelling ★★★★★
- + Statistics ★★★★★
- + BI ★★★★★
- + Strategy ★★★★★
- + Leadership ★★★★★

TOOLS

- + Python ★★★★★
- + SQL ★★★★★
- + fastai ★★★★★
- + Tableau ★★★★★
- + Streamlit ★★★★★
- + MS Excel ★★★★★
- + Databricks ★★★★★
- + Google Colab ★★★★★
- + Google Analytics ★★★★★

LANGUAGES

- + English ★★★★★
- + French ★★★★★
- + Italian ★★★★★
- + Spanish ★★★★★



EXPERIENCE

+ Metis – New York, USA

Apr 2021-July 2021

DATA SCIENTIST

- **Play Something by Spotify:** Built a mood-based recommender system that offers a personalized playlist for each user at the right time. Gathered data from the Spotify API, mapped mood to genre from a study by Adrian C. North, and deployed the app on Streamlit.
- **Instagram Deep Targeting:** Created an ad targeting engine based on user-generated images of foods. Classified images with keras and fastai by leveraging a pre-trained ResNet50 CNN, adopted image augmentation and discriminative learning rates to obtain 0.901 top-1 accuracy.
- **NLP on Yelp Reviews:** Analyzed Portland café Yelp reviews to identify what customers value and unlock opportunities for owners. Implemented topic modeling via a combination of TF-IDF and NMF. Fitted topics as features in a Random Forest classifier to predict sentiment.
- **Airbnb Top Listings:** Developed a binary classification algorithm to identify Top listings on Airbnb by using scikit-learn, numpy and pandas for feature selection and feature engineering. Cross-validated several models and chose XGBoost that maximized the F-beta score.
- **Facebook Hate Crime Maps:** Created Hate Crime Maps and NYPD Precinct Profiles to identify insights and trends in hate crimes in NYC in an effort to support product recommendations to Facebook Data for Good, using Tableau, GeoPy, and pandas.
- **Zillow Pricing Tool:** Built a linear regression model to predict residential property prices in NYC and price impact features, using Selenium and BeautifulSoup for scraping Zillow, scikit-learn and pandas for modeling, seaborn and matplotlib for visualization.
- **Spotify Campaign Recommendation Tool:** Integrated MTA and Census data to build a map identifying the optimal MTA stations for outdoor campaign based on demographic target for the launch of Spotify Kids, using Google Maps API, GeoPy, SQL, pandas and seaborn.

+ HelloFresh – New York, USA

July 2020-Oct 2020

DATA SCIENCE AND MARKETING ANALYTICS CONSULTANT

- Led the *Media Mix for Decision-Making* project to boost adoption for the Bayesian Media Mix Model (MMM), a multivariable regression model that quantifies the effectiveness of ads on new customer acquisitions, which generated critical insights for multi-million \$ budget decisions.
- Conceptualized and built *Marketing Portfolio Insights*, a multi-disciplinary framework and set of Tableau visualizations comparing voucher-based marketing performance with the MMM one, which resulted in optimization of retention, CAC, ROI and marketing spend across channels.
- Ideated and built *Optimus*, an MMM-based optimal marketing spend simulator and forecasting tool that identifies optimal spend ranges by channel using scenarios, constraints and targets.

+ Casavo – Milan, Italy

Jan 2020-June 2020

INTERIM CHIEF MARKETING OFFICER

- Managed a multi-million Euro budget across all online and offline marketing channels, as well as business intelligence and analytics, across Italy and Spain.
- Led multi-channel Product Marketing strategy with Product, which led to the launch of a consumer-facing app offering virtual tours and a new listing platform for Brokers.
- A/B tested new B2C and B2B channels by reassessing and adjusting media mix in alignment with experimentation strategy which resulted in +20% above the leads target.

+ Knotel – New York, USA

Jan 2019-Dec 2019


DIRECTOR OF PERFORMANCE MARKETING & BUSINESS INTELLIGENCE


- Responsible for global online and offline marketing, and business intelligence and analytics, across all 17 cities worldwide, which produced \$200+ million in ARR pipeline globally.
- Oversaw the implementation of multi-touch attribution and the onboarding of Tableau to measure marketing and sales performance across the funnel.
- Planned, initiated, and collaborated with Product, Research, Content and Design on UI and experimentation on the website and Knotel App.


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AWARDS & PUBLICATIONS

 MIT Thesis and Book: The Development Stories of Equatorial Guinea and Botswana: A Game Theory Model of How Public-Private Partnerships Can Turn Resources from a Curse into a Blessing.
Advisor: Prof. Simon Johnson

 Bocconi Thesis: The Phenomenon of Europeanization and its impact on the Pension System in the UK.
Advisor: Prof. Paolo Graziano

 Best thesis of MIT MSMS 2013

 HEC University Dean's List - Top 1% of the entire university based on cumulative GPA

 MIT and HEC Scholarship Recipient

INTERESTS

- + Fencing 
- + Entrepreneurship 
- + Downhill Skiing 
- + Instrumental Jazz 
- + Development Economics 



EXPERIENCE

+ *Thistle – San Francisco, USA* June 2018-Jan 2019

VP OF GROWTH

- Revamped attribution logic and created accurate data and report structures on Tableau, across marketing, operations, and business financials to improve cross-functional alignment.
- Increased gross revenue by 9% month-on-month in the first 5 months and doubled performance of email and referral by implementing a full-fledged experimentation pipeline.
- Implemented new marketing structures on several marketing channels including paid social, direct mail, and launched events and offline referral channels.
- Led and grew a high-performing team of 14 including business intelligence, performance marketing, brand, and customer success.

+ *HelloFresh – Berlin, Germany* Sept 2016-June 2018

GLOBAL HEAD OF OFFLINE PERFORMANCE MARKETING

- Delivered over 50% of HelloFresh's activations and managed an 8-digit million Euro budget for all offline marketing channels of HelloFresh markets including US, UK, Canada, Australia, Germany, Belgium, the Netherlands, Luxembourg, Austria, and Switzerland.
- Overhauled entire TV marketing channel, which led to continuous improvement in performance and significant CPO reduction by setting up Tableau Dashboards & Analytics and introducing new optimization processes and media plan validation.
- Led data-visualization effort for TV, offline marketing and direct sales, which resulted in the ability to monitor performance and optimize marketing spend across multiple channels.
- Developed expertise in TV, partnerships, lead gen, direct sales, direct mail, gift cards/barter, daily deals, and tools including Tableau, TVSquared, Experian, etc.

+ *Springlane GmbH – Düsseldorf, Germany* Sept 2015-Aug 2016

CROSS-BORDER MANAGER CHINA, COUNTRY MANAGER ITALY

- Defined, strategized, and launched branded site that targeted the €500M+ e-commerce retail market in China to boost company revenue through high-end retail partners including WMF and Le Creuset, which resulted in large spikes of regional sales of partnered products.
- Managed €100,000+/month TV budget to drive orders, boost brand awareness, and expand company visibility, which resulted in 2X increase of orders in significant store categories.

+ *Oliver Wyman – Paris, France* Jan 2014-Mar 2015

STRATEGY CONSULTANT

- Redefined the negotiation strategy between a major French international retailer and its suppliers on the Italian market by applying analytical frameworks built with Excel and SQL.
- Revamped the organization of a satellite industry leader in cooperation with client's PMO.
- Evaluated the impact of organizational measures on SG&A costs and retail network for a leading clothing brand following an acquisition by an American retailer.



EDUCATION

+ *Master of Science in Economics*
MIT SLOAN SCHOOL OF MANAGEMENT

Co-founded Senegalese social fashion startup Fula&Style and organic food subscription The Green Box.

2012-2013

GPA: 5.00/5.00

+ *Master of Science in Management*
HEC SCHOOL OF MANAGEMENT

Co-founded TagPay and received €100K from Grameen Bank; won Deloitte case competition.

2010-2013

GPA: 3.82/4.00

+ *Bachelor of International Economics and Management*

BOCCONI UNIVERSITY

Graduated with the highest distinction; exchange program at Dartmouth with focus on Economics and Finance.

2007-2010

110/110 CUM LAUDE