

# ALEX MAZZARELLA

## DATA SCIENTIST

### EXPERIENCE

#### Business Development | Develed

SEP 2019 - FEB 2020, LUGANO, SWITZERLAND

- Applied agile approach that ensured fast and sustainable sales generation.
- Analyzed sales data and clients' orders, maximizing sales volumes.

#### Business Development | Ardex Americas

JAN 2018 - JUL 2019, VANCOUVER, BC

- Accomplished 120% of sales goal (+37% territory growth Y/Y).
- Analyzed and maintained CRM, ensuring remarkable market intelligence and valuable sales increase opportunities.
- Trained installers and architects on technical products use, securing brand growth and successful completion of projects.

#### Sales Professional | Julian Tile

JAN 2016 - JAN 2018, VANCOUVER, BC

- Achieved 160% of sales and gross profit goals in 2016, 125% in 2017.
- Analyzed sales figures and stock to ensure alignment of company's stock flow targets with clients' needs.

### EDUCATION

#### BrainStation | Diploma Candidate, Data Science

AUG 2020 - OCT 2020, VANCOUVER, BC

#### Università Politecnica Delle Marche: Master's Degree, International Business

OCT 2007 - MAR 2010, ANCONA, ITALY

#### Università Politecnica Delle Marche: Bachelor of Science, Marketing

OCT 2004 - OCT 2007, ANCONA, ITALY

### PROJECTS

#### Twitter topic and sentiment analysis | Student

SEP 2020 - OCT 2020, BRAINSTATION DATA SCIENCE DIPLOMA

Twitter analysis tool that provides sentiment analysis and highlights the most discussed topics around your brand.

<https://github.com/alex-mazzarella/Tweetinsights>

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[github.com/alex-mazzarella](https://github.com/alex-mazzarella)

### SKILLS

MySQL, Python, Machine Learning, Pandas, Numpy, Matplotlib, Scikit-learn, Tensorflow, Keras, Supervised and Unsupervised learning, Hadoop, Spark, Data Visualization, Data Cleaning, Twitter API, Tableau, Git and Version Control, Command Line, Hypothesis testing, Regression, Microsoft Dynamics AX, Syspro ERP.

### PROFILE

I believe that decisions and choices should be supported by properly interpreted data; in 2020 I learned how to use powerful tools to do so. I am a passionate analytical thinker, that excels in communicating simplified technical concepts across business units. I am excited to be pursuing a career in the field of data science which will allow me to make an impact by providing growth focused data backed solutions.