

Francesca Eskina

EDUCATION

University of Bologna | Dickinson College **Bologna, Italy | Carlisle, PA**
MSc in Digital Transformation Management under the Computer Engineering Faculty *March 2024*

- Selected out of 100 applicants for joining the “Dickinson Teaching Assistant Program” - a full-ride scholarship to work and study in the United States.

University of Bologna | Bournemouth University **Bologna, Italy | Bournemouth, U.K.**
BS in Economics *September 2018 - July 2021*

- Graduation Grade: **110/110** | Merit-based Scholarship (for 3 years) | Exchange at Bournemouth University.

Liceo Linguistico A. Volta | N° 10 Anshan High School **Firenze, Italy | Anshan, China**
5 year High School Diploma in Foreign Languages | 1 year exchange program *July 2018*

WORK EXPERIENCE

Gellify SPA **Bologna, Italy**
Open Innovation Intern *June 2023 - January 2024*

- Oversaw** the **scouting process** for Forward Factory selecting 6 startups out of 150 applications collaborating with more than 10 manufacturing companies.

QVC US **Philadelphia, U.S.A. | Milan, Italy**
Product Manager Engineer Intern *May 2022 – May 2023*

- Conducted** the Global IT Project, a QVC+ homepage personalization based on keywords' indexation, **coordinated** a project with 50 interns in the American HQ leading to the **realization** of the frontend and backend for the homepage, leading to 25% increase in revenue.
- Supported** a new digital in-app product, **organized daily standups** for 13+ developers and assigned them 100+ tickets on **JIRA**.

EXTRACURRICULAR & LEADERSHIP ACTIVITIES

P&G - Women in Tech **Geneva, Switzerland**
Neighborhood Algorithm Challenge 1st winner *February 2024*

- Created an algorithm to assign marketing vouchers based on multi-brand stores sales and database features.

Urban Challengers Hackathon **Bologna, Italy**
Sostenibilmente+ 1st Winner *November 2023*

- Established an AI startup analyzing in-house consumption data, delivering actionable advice to save on bills.

Boston Consulting Group | BCG Unlimited 2023 **Paris, France**
Workshop Participant, 50 selected out of 1500 candidates *October 2023*

Elis Innovation Hub | Junior Consulting Summer School **Milan, Italy**
Summer School Participant *July 2023*

- Delivered 14 technology consulting projects with other four students to 7 high executives coming from different companies: SKY, ENEL, Eni Plenitude, ATM, Venchi.

Bain & Company | Bain Talent Hub **Milan, Italy**
Workshop Participant, 30 selected out of 800 candidates *March 2023*

Unibo Fintech Society **Bologna, Italy**
Marketing Director *January 2023*

- Developed a social media marketing strategy for one year coordinating 15 students, organized a successful event with 80 attendees (with global partners as Morgan Stanley).

OTHERS

MS Office, Advanced Python (machine learning techniques, libraries known: NumPy, Matplotlib, Pandas, SQLALchemy, Seaborn), **SQL, R** (graphical and numerical representations of data), **Power BI**.

Italian (Native); **English** (Fluent, IELTS: 7.5/9); **Mandarin Chinese** (Advanced, HSK 6); **Russian** (Upper Intermediate).