



VALERIO SANTONI

Business Intelligence Specialist at UBS | BI & Digital Management Graduate

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Interactive CV →

Analytical professional with experience in Business Intelligence, data reporting, and marketing analytics within multinational environments (UBS, Philip Morris International). Currently supporting marketing campaign automation, client data management, and sales performance tracking at UBS in Zurich. Skilled in building dashboards, automating data pipelines, and translating complex data into actionable insights for business stakeholders. Strong cross-functional collaborator with international exposure across Italy, France, Germany, China, and Switzerland.

EXPERIENCE

UBS

Mar 2026 – Nov 2026

Business Intelligence Specialist – Marketing & Digital Sales

Zurich, Switzerland

- Automating data collection pipelines and building Power BI dashboards connected to UBS marketing campaigns, enabling real-time performance visibility for stakeholders
- Managing the client data management dashboard tracking conversion funnels — from mobile app clicks through to account openings and product purchases
- Monitoring marketing live events end-to-end, including campaign setup, KPI tracking, and post-event performance reporting
- Leading the Client Intelligence project — delivering data-driven insights on product sales (credit cards, investment products) to support segmentation and engagement strategies
- Collaborating cross-functionally on data governance and reporting alignment during the Credit Suisse integration

UBS

Sep 2025 – Feb 2026

Data & Reporting Engineer Intern

Zurich, Switzerland

- Developed a Traffic Monitoring System (TMS) Power BI application, consolidating tickets, incidents, and service requests into integrated dashboards
- Automated recurring data validation and consistency checks, reducing manual reconciliation work by ~30%
- Designed KPI dashboards supporting service performance evaluation and operational efficiency tracking

Philip Morris International

Feb 2025 – Aug 2025

Data Analyst Intern – Brand Retail Deployment

Lausanne, Switzerland

- Built and maintained Power BI dashboards monitoring KPIs across 1,500+ retail touchpoints in 40+ markets
- Improved data consistency by 25% through Python-based reconciliation scripts and structured validation processes
- Contributed to analysis of retail deployment efficiency and cost-related performance indicators to support business decisions

Università di Pavia – Center for Global Strategic Engagement Intern (Mar–Jun 2024): organized events for the EC2U Alliance, welcomed international researchers, managed project reporting

Marche Polytechnic University – Disciplinary Tutor & Design Thinking Project Tutor (2022–2023): led brainstorming sprints, facilitated Design Thinking sessions, tutored 50+ hours in Private Law

EDUCATION

Clermont School of Business & University of Pavia

Sep 2023 – Oct 2025

Double Degree Master's – Business Intelligence & Digital Management

GPA: 3.9 / 4.0

Programme Grande École double-degree • Thesis: Data-Driven Insights in Digital Retail Transformation – The Case of PMI (distinction) •

Summer Programme at SWUFE, Chengdu, China (2024)

Marche Polytechnic University

Sep 2020 – Oct 2023

Bachelor's Degree in Business Administration

GPA: 3.2 / 4.0

Thesis: The Impact of AI on Marketing Strategies • Erasmus Exchange at University of Würzburg, Germany (2023)

SKILLS

Analytics & Reporting: KPI monitoring, marketing analytics, conversion funnel analysis, client segmentation, data-driven decision support, operational performance analysis

Data Management: Data validation and reconciliation, pipeline automation, data governance, dashboard development, ETL processes, data modeling

Tools: Power BI (DAX, data modeling), SQL, Python (pandas), Excel (advanced), Azure Databricks, MicroStrategy, GitLab

Soft Skills: Cross-functional collaboration, stakeholder communication, project management (IPMA certified), analytical problem-solving

Languages: Italian (Native) • English (Fluent) • French (Intermediate) • German (Basic)

PROJECTS & CERTIFICATIONS

BI Analysis (Strategy): Generated actionable insights using ETL processes and data visualization • **AI-Enhanced Library System:** Designed AI-integrated service prototype using Design Thinking and Scrumban • **MicroStrategy Kings League Dashboard:** Scrum Master, named Sprint MVP at Clermont SB

IPMA Introductory Certificate in Project Management • **Nova Talent** Member • **EU AI Act Panelist** – European Parliament, Strasbourg (2024) • **AISEC** Incoming Global Volunteer – SDG-based projects, Pavia (2024) • **Blood Donor** – Blutspende SRK Schweiz