

## INFORMAZIONI PERSONALI

Alicia K/bidi

OCCUPAZIONE PER LA QUALE  
SI CONCORRE  
POSIZIONE RICOPERTA  
~~OCCUPAZIONE DESIDERATA~~  
~~TITOLO DI STUDIO~~  
~~OBIETTIVO PROFESSIONALE~~

## Assegno di ricerca/Assegno di ricerca/ Master in Science in Management

### ESPERIENZA PROFESSIONALE

Sostituire con date (da - a)

#### Innovation Research Fellow

Sapienza University of Rome, Rome, Italy

- Collaboration with the IT department's researchers to assess the business potential and the feasibility of their ideas
- Creation of a business plan for a start-up based on machine learning, algorithms and cryptocurrencies, including detailed competitive analysis and evaluation of customers' needs
- Competitive, legal and technological watch on digital trends including crypto-currencies, cybersecurity, artificial intelligence and machine learning
- Redaction of a comprehensive document comparing the business impact of potentially disruptive technologies
- Organisation of seminars and brainstorming on new business creation
- Organisation of the cybersecurity seminars: collaboration with prestigious guests for seminars directed to the students of the master's degree in cybersecurity
- Participation in the Telsy Challenge and winner of the 3rd prize. Collaboration with Telsy on a pilot of the product "Autentica" on the smartphone of their employees
- Research Project on the de-anonymisation of users in the metaverse
- Survey on the Adversarial Challenges in Network Intrusion Detection Systems

Attività o settore Cybersecurity

#### Product Manager Assistant

Ubisoft, Paris, France

- Post-launch analysis of Assassin's Creed Origins' DLC: strategic and operational recommendations
- Definition of the Marketing strategy, preparation of game presentations and sales pitches
- Preparation of game presentations and sales pitches for subsidiaries, commercial partners and internal and external events
- Brief & follow-up of creative agencies for communication assets
- Creation of emailing campaigns and other communication assets
- Coordination with other headquarters' teams (Social Media, Web production, Trade Marketing, Sales...), regional EMEA subsidiaries (European, Asian and Middle East) and the Montreal studio

Attività o settore Video Games

#### Project Manager Assistant

BNP Paribas, Paris, France

- Competitive, legal and technological watch on digital banking trends: blockchain, electronic

signature, chatbots, IoT, artificial intelligence, "Banking as a service", customer experience trends, GDPR etc.

- Creation of internal newsletters on business trends
- Creation of a 2016 trends booklet for the top management of PACE
- Analysis and market studies on digital transformation and diversification of services, in collaboration with external consultants
- Analysis and recommendations based on the Consumer Technographics database (Forrester) to define a new segmentation of Hello Bank!'s clients
- Project Management: creation of a service platform, definition of the "customer promise" and development of a community of mystery shoppers
- Brainstorming, customer journey mapping and Business plans

Attività o settore Banking

ISTRUZIONE E FORMAZIONE

Sostituire con date (da - a)

Master of Science in Management

Sostituire con il livello QEQ o altro, se conosciuto

ESSEC Business School, France

- Finance, Marketing, Communication,Accountancy, Innovation Management, Informatics, Negotiation, Law, Start-up Creation, Management, Economy, Human Resources, English, Italian.

Master's Degree in Business and Management

Université Paris Nanterre, France

- Finance, Marketing, Communication,Accountancy, Informatics, Law, Management, Economy, Human Resources.

Bachelor's Degree in Economic and SocialAdministration

Université Paris Nanterre, France

- Finance, Marketing, Communication,Accountancy, Innovation Management, Informatics, Negotiation, Law, Start-up Creation, Management, Human Resources, Psychology, Sociology.

COMPETENZE PERSONALI

Lingua madre francese

Altre lingue

	COMPRESIONE		PARLATO		PRODUZIONE SCRITTA
	Ascolto	Lettura	Interazione	Produzione orale	
Italiano	C1	C1	B2	B2	B2
Sostituire con il nome del certificato di lingua acquisito. Inserire il livello, se conosciuto					
Inglese	C2	C2	C1	C1	C1
TOEIC 975					

Livelli: A1/A2: Utente base - B1/B2: Utente intermedio - C1/C2: Utente avanzato  
[Quadro Comune Europeo di Riferimento delle Lingue](#)

**Competenze comunicative**

- I have strong communication skills acquired through my experience in event organisation, marketing, communication roles and innovative project management. In these positions, I collaborated with various teams to successfully complete projects, which has given me confidence in both team communication and presenting to different audiences.

**Competenze organizzative e gestionali**

- I possess strong organisational and management skills, developed through my experience. I have successfully managed multiple projects, coordinating teams and resources to ensure timely completion and effective execution. This has also strengthened my ability to lead and manage tasks efficiently in dynamic environments.

**Competenze professionali**

- I have a solid understanding of project coordination and client relationship management, gained through my roles in event organization and marketing. I am experienced in overseeing the full lifecycle of events and campaigns, ensuring alignment with client expectations and delivering successful outcomes.

**Competenze digitali**

AUTOVALUTAZIONE				
Elaborazione delle informazioni	Comunicazione	Creazione di Contenuti	Sicurezza	Risoluzione di problemi
Advanced	Advanced	Advanced	Intermediate	Advanced

Livelli: Utente base - Utente intermedio - Utente avanzato  
 Competenze digitali - Scheda per l'autovalutazione

Sostituire con il nome dei certificati TIC

**Altre competenze**

- Microsoft Office Suite
- Social Media
- Content Creation

**Patente di guida** B

**ULTERIORI INFORMAZIONI**

- Pubblicazioni** Esempio di pubblicazione:
- Presentazioni** Adversarial Challenges in Network Intrusion Detection Systems: Research Insights and Future Prospects: <https://arxiv.org/abs/2409.18736>.
- Progetti** Gen4Olive: <https://gen4olive.eu/private-area/>.
- Conferenze** Various confidential projects at Hello Bank!
- Seminari** Assassin's Creed Odyssey Launch
- Riconoscimenti e premi** Assassin's Creed Origins DLC
- Appartenenza a gruppi / associazioni**
- Referenze**
- Menzioni**
- Corsi**
- Certificazioni**

**ALLEGATI**

**Dati personali** Autorizzo il trattamento dei miei dati personali ai sensi del Decreto Legislativo 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali".

I sottoscritt dichiara di essere consapevole che il presente *curriculum vitae* sarà pubblicato sul sito istituzionale dell'Ateneo, nella Sezione "Amministrazione trasparente", nelle modalità e per la durata prevista dal d.lgs. n. 33/2013, art. 15.

Il presente *curriculum vitae*, è redatto ai fini della pubblicazione nella Sezione "Amministrazione trasparente" del sito web istituzionale dell'Ateneo al fine di garantire il rispetto della vigente normativa in materia di tutela dei dati. Il C.V. in versione integrale è conservato presso gli Uffici della Struttura che ha conferito l'incarico.

