CATERINA GIAIMIS

PhD candidate focused on machine learning applications for marketing.

EDUCATION

SEPTEMBER 2023-AUGUST 2025 — **WU WIRTSCHAFTSUNIVERSITÄT WIEN, AUSTRIA**

Master's Program in Marketing
(instruction language: English)

- Graduated with honours
- Thesis: Image-Based Demand Forecasting in Fashion: A comparative analysis of CNN Performance across online and offline channels (awarded as best thesis of the program).

AUGUST 2024-DECEMBER 2024 — **EMLYON BUSINESS SCHOOL, FRANCE**

Exchange Semester
(instruction language: English)

OCTOBER 2019-OCTOBER 2022 — **FREE UNIVERSITY OF BOLZANO/BOZEN**

Bachelor's Program in Economics and Management
(instruction language: English, German, Italian)

WORK EXPERIENCE

OCTOBER 2025 - CURRENT — **FREE UNIVERSITY OF BOLZANO/BOZEN**

PhD Candidate in Management

- Research focused on Machine Learning applications for Marketing

JANUARY 2025-JUNE 2025 — **DR. ING. H.C. F. PORSCHE AG, GERMANY**

Internship International Sales Europe-Planning & Reporting
(full time)

JULY 2022-JUNE 2023 — **ALPERIA SMART SERVICES S.R.L**

Internship Marketing & Sales Communication (full time)

JUNE 2021-SEPTEMBER 2021 — **FIELMANN ITALIA S.R.L**

Internship HR (full time)

EXTRACURRICULAR ACTIVITIES & AWARDS

SEPTEMBER 2025 — **MARKETMIND BEST THESIS AWARD: 1ST PRIZE**

JANUARY 2024 — **WINGS FOR LIFE MARKETING CONTEXT: 1ST PRIZE**

LANGUAGES & IT KNOWLEDGE

- ITALIAN (NATIVE SPEAKER), ENGLISH (BUSINESS FLUENT), GERMAN (BUSINESS FLUENT)
- MS OFFICE, R, PYTHON, POWER BI, SQL