



TO MAGNIFICO RETTORE OF UNIVERSITA' DEGLI STUDI DI MILANO

ID CODE 5973

I the undersigned asks to participate in the public selection, for qualifications and examinations, for the awarding of a type B fellowship at **Dipartimento di Studi Storici dell'Università degli Studi di Milano**

Scientist- in - charge: Prof. Venuda Fabio

Vojimir Ranitovic

CURRICULUM VITAE

PERSONAL INFORMATION

Surname	RANITOVIC
Name	VOJIMIR

PRESENT OCCUPATION

Appointment	Structure
/	/

EDUCATION AND TRAINING

Degree	Course of studies	University	year of achievement of the degree
Master (2 years)	Data Science and Economics (class LM-91)	University of Milan, Italy	2023
Bachelor (4 years)	Economics, Business Management and Statistics. Module - Statistics, Informatics and Quantitative Finance	Faculty of Economics, University of Belgrade, Serbia	2020

REGISTRATION IN PROFESSIONAL ASSOCIATIONS

Date registration	of Association	City
/	/	/



FOREIGN LANGUAGES

Languages	level of knowledge
English	B2
Italian	A2
Serbian	native

AWARDS, ACKNOWLEDGEMENTS, SCHOLARSHIPS

Year	Description of award
2020-2023	DSU Regional scholarship

TRAINING OR RESEARCH ACTIVITY

Master thesis project: *Exploiting Topic Modeling And Sentiment Analysis Techniques To Detect Communication Shifts: Case Of Non-Religious Twitter Accounts*

Nowadays, social media, and especially Twitter, become a powerful channel for people to express their opinions, thoughts, and engage in discussions on different topics. They are an easy way for people to spread their messages to the world and also to engage with people and groups with similar thinking. One of these social groups is religious nones, a community that is steadily increasing in recent years. The goal of this study was to identify the main topics and sentiments common within this community. Further, we explored the communication shifts within non-religious groups over time. The goal of this research is to contribute to an understanding of the dynamics of communication of religious nones, showing insights into the factors that can have influenced their communication. To fulfill this aim, we used topic modeling and sentiment analysis models and applied these methods to a considerable dataset of documents. Tweets from non-religious accounts were extracted and after preprocessing, fed into the BERTopic model to conduct topic modeling analysis, followed by sentiment analysis of each tweet and topic using VADER. The main topics of conversation among non-religious individuals on Twitter revolved around atheism, agnosticism, education, religion, election campaigns, and religion in a broader context. It was interesting to note that the sentiment of the majority of tweets was predominantly positive. By studying the overall sentiment within these topics, we were able to explore shifts in communication sentiment from 2009 to 2022. We identified 19 topics where shifts in communication sentiment occurred, with notable topics including abortion, women’s rights, LGBTQ+, climate change, and immigration issues. Our findings shed light on their sentiment and communication patterns, which can be valuable information for policymakers and other interested parties. By gaining insights into the topics of discussion and the sentiment expressed, informed decisions can be made that serve the needs and preferences of this growing demographic.

Internship project: Cloud And Distributed Environments For Analytics In A Luxury Brand

The project deals with cloud and distributed environment\computing using Azure environment (Databricks and Datalake) and a distributed framework (PySpark), using a mixture of Python, SQL, and R programming languages. The goal of the project was to build a recommendation system for the High Fashion and Luxury market.

Working experience: Account Manager/Project management at OvationBBDO, Belgrade (advertising agency)

This experience included working on different projects for famous domestic (Serbian) and worldwide brands such as Visa, PepsiCo or Wrigley’s. It consists of managerial/organizational tasks including statistical research and strategic positioning of brands, leading and working with different internal and external teams, communication with domestic and foreign clients, monthly financial reports, and presentations to clients. Digital reports for social networks and budget planning. Creating creative campaigns with internal teams for clients.



PROJECT ACTIVITY

Year	Project
2023	Master thesis: Exploiting Topic Modeling And Sentiment Analysis Techniques To Detect Communication Shifts: Case Of Non-Religious Twitter Accounts Relator: Ferrara Alfio University of Milan, Italy
2022	Internship: Cloud And Distributed Environments For Analytics In A Luxury Brand Prada, Milan, Italy
2018-2019	Various corporate projects: Different brands such as Visa, PepsiCo, Wrigley's Advertising company OvationBBDO, Serbia

Declarations given in the present curriculum must be considered released according to art. 46 and 47 of DPR n. 445/2000.

The present curriculum does not contain confidential and legal information according to art. 4, paragraph 1, points d) and e) of D.Lgs. 30.06.2003 n. 196.

Please note that CV WILL BE PUBLISHED on the University website and It is recommended that personal and sensitive data should not be included. This template is realized to satisfy the need of publication without personal and sensitive data.

Please DO NOT SIGN this form.

Place and date: Milan, 10/11/2023