



CONTACT

EMAIL

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WEBSITE

alicefedotova.com

LINKEDIN

linkedin.com/in/alice-fedotova

GITHUB

github.com/ffedox

BASED IN

Bologna, Italy · works remotely

WHAT I DO

Websites

New sites and redesigns, from WordPress to fast static sites.

Technical SEO

Crawling, indexing, speed, structured data and migrations that keep rankings.

GEO

Visibility in AI answers from ChatGPT, Perplexity and Google.

Data & automation

Python pipelines, scraping, reporting and AI prototypes.

SKILLS

WordPress

Elementor

HTML & CSS

PHP

Astro

Web hosting

UI design

Technical SEO

GEO

Frase

Search Console

Google Analytics

Tag Manager

Python

SQL

Linux

NLP & LLMs

Project management

Alice Fedotova

Web Developer & SEO/GEO Specialist

I build fast, clean websites and help businesses get found, both on Google and in AI assistants like ChatGPT and Perplexity. Before freelancing I spent three years in NLP research at the University of Bologna, so I know how search engines and language models read the web. I work in English, Italian and Russian.

EXPERIENCE

Freelance Web Developer

Aug 2026 – present

Remote

- Built and launched WordPress pages with custom graphic design, most recently for [Rêves des Rives](#).
- Implemented technical SEO and GEO strategies with Frase.io and Google Search Console.
- Set up restricted client areas and SMTP mail routing for contact forms.
- Handled client communication, scope and delivery end to end.

Co-Founder & Technical Lead

Jun 2025 – present

Reagentix · Venice

- Led technical execution: business plan, financial model and MVP roadmap.
- Built AI-powered prototypes and Python workflows for product validation.
- Ran market and competitor research and pitched to stakeholders.

Data Scientist

Oct 2023 – Dec 2025

University of Bologna · Forlì

- Built a Python pipeline to expand EPTIC, the European Parliament Translation and Interpreting Corpus: transcription, sentence and video alignment, metadata.
- Evaluated and fine-tuned speech recognition models for verbatim transcription.

Machine Learning Intern

Jun 2022 – Apr 2023

University of Bologna · Bologna

- Extracted multimodal data and fine-tuned Transformer models for the "Narrative Ecosystem Analysis and Development" project.
- Fine-tuned MMBT, reaching a 7.6% higher F1 score than text-only models.

Translator

May 2019 – Sep 2019

Concorto Film Festival · Piacenza

- Transcribed Russian-language short films and created their Italian subtitles for the "Focus Russia" section, working directly from the original Russian audio.

SELECTED PROJECTS

Rêves des Rives LATEST

2026

Website for a high-end international concierge serving Lake Como, Milan, Lugano and St. Moritz: new WordPress pages with custom design, technical SEO and GEO, a restricted client area and SMTP for the contact forms.

[alicefedotova.com](#)

2026

Rebuilt my site from Hugo to Astro: every old URL kept or redirected, structured data added, and Google rankings kept intact.

LANGUAGES

Italian	Native
Russian	Native
English	Professional
French	Working
Spanish	Working
Japanese	Elementary

CERTIFICATIONS

Entrepreneurship Certificate
Startup Geeks, 2025

Masterclass Business
Fundamentals

IBM Data Engineering
Coursera, 2023

Data Science and Big Data
Analytics
IFOA, 2020

TEACHING

Linear and Logistic Regression
University of Bologna, 2024

Sketch Engine Crash Course
Petrnica Science Center, Serbia,
2023

MEMBERSHIPS

AILC, Italian Association of
Computational Linguistics

EDUCATION

MA in Translation and Technology **AI THESIS**

2021 – 2023

University of Bologna, Bologna, Italy

Grade: 110/110 with Honors. Thesis in computational linguistics, *Multimodal Classification of Audiovisual Content*: built a 2.2M-token corpus of subtitles and video keyframes and fine-tuned BERT, CLIP and MMBT, with the multimodal model outperforming text-only baselines.

Exchange Semester

2019 – 2020

Higher School of Economics, Moscow, Russia

Department of Foreign Languages and Intercultural Communication, with courses on computational linguistics and multilingual web content writing.

BA in Languages and Technologies for Intercultural Communication

2017 – 2020

University of Bologna, Bologna, Italy

Grade: 109/110. Thesis on the Italian subtitling of a Russian feature film, covering the technical constraints of subtitling: segmentation, reading speed, line length and text condensation.

PUBLICATIONS

Constructing EPTIC: A Modular Pipeline and an Evaluation of ASR for Verbatim Transcription. A. Fedotova, A. Ferraresi, M. Miličević Petrović, A. Barrón-Cedeño. CLIC-it 2024, Tenth Italian Conference on Computational Linguistics.

Expanding the European Parliament Translation and Interpreting Corpus: A Modular Pipeline for the Construction of Complex Corpora. A. Fedotova, A. Ferraresi, M. Miličević Petrović, A. Barrón-Cedeño. 14th Conference on Language Technologies and Digital Humanities (JTDH), 2024.

A Corpus for Sentence-Level Subjectivity Detection on English News Articles. F. Antici, A. Galassi, F. Ruggeri, K. Korre, A. Muti, A. Bardi, A. Fedotova, A. Barrón-Cedeño. LREC-COLING 2024.

Decoding Medical Dramas: Identifying Isotopies through Multimodal Classification. A. Fedotova, A. Barrón-Cedeño. 14th Media Mutations International Conference, 2023.

OPEN-SOURCE & DATA PROJECTS

epctic-pipeline

Python pipeline that builds a multilingual corpus from European Parliament videos: transcription, alignment and metadata.

parallel-wikipedia

A semi-automatic approach to in-domain parallel corpora extraction from Wikipedia.

ilgiornale-scraping

Scripts for extracting a corpus of comments and articles from an Italian newspaper.

Code on github.com/ffedox · Full research list at alicefedotova.com/publication