

# Alessio Martinelli

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## Email: Contact Information

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- **Email:** alessio.martinelli@email.com
- **Phone:** +39 340 625 3482
- **Location:** Messina

## » Work Preferences

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**Tools & Technologies:** Seeking opportunities to work with modern tech stack (cloud, big data, ML frameworks) and experiment with new analytical methodologies.

**Ideal Projects:** Interested in projects combining data analysis, machine learning, and business impact. Preference for data-driven companies with modern infrastructure and access to significant datasets.

**Business Impact:** Want to contribute to projects where data analysis has direct impact on strategic decisions and measurable business results.

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## » Professional Summary

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Data leader with proven track record building enterprise data capabilities. Experience defining analytics strategies and implementing scalable ML infrastructure. Ability to translate business objectives into data-driven technical roadmaps.

## » Professional Experience

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### SEO Manager

**Example Corp** | Marketing | London, UK *January 2020 - Present*

- Led strategic initiatives for enterprise clients, delivering 25% revenue growth
- Managed cross-functional teams of 5-10 professionals across multiple projects
- Implemented process improvements reducing operational costs by 15%
- Exceeded quarterly KPIs by an average of 20%

## Marketing Specialist

**Tech Innovations Ltd** | Marketing | Berlin, Germany *September 2017 - December 2019*

- Supported key projects with focus on operational excellence
  - Collaborated with internal and external stakeholders
  - Defined quarterly technical roadmap aligned with business objectives
  - Conducted data analysis and delivered insights to senior management
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## » Education

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### Master's Degree in Marketing & Communications

**University of London** | 2015-2017 *First Class Honours*

### Bachelor's Degree in Marketing & Communications

**University of Manchester** | 2012-2015 *2:1 Honours*

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## » Technical Skills

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- SEM
  - Adobe Creative Suite
  - Salesforce Marketing Cloud
  - HubSpot
  - Facebook Ads
  - Power BI
  - Competitive Analysis
  - SEO
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## » Soft Skills

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**Fast learning capability for new technologies** | **Attention to detail and focus on code quality** | **Collaboration in distributed and multicultural teams** | **Proactivity in identifying and solving problems**

## » Certifications

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- **Copywriting** | Professional Institute | 08/2021

- **ROI Analysis** | Technical Academy | 08/2019
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## » Certificazioni

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- **AWS Certified Machine Learning - Specialty**  
*Amazon Web Services* - 2021
- **TOEFL iBT - 100+**  
*ETS* - 2019

## Languages

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- **English::** Native
  - **Italian::** Fluent - C2
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