

Katia Galli

Email: Contact Information

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 - **Location:** Parma
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» Professional Summary

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

Chief Marketing Officer

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
 - Conducted data analysis and delivered insights to senior management
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» Education

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

» Technical Skills

- Marketing Automation
 - SEMrush
 - Salesforce Marketing Cloud
 - Content Strategy
 - Referral Programs
 - Budget Management
 - Brand Voice
 - User Journey Mapping
 - WordPress
 - Google Ads
 - A/B Testing
 - Moz
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» Certificazioni

- **Microsoft Certified: Azure Data Scientist Associate**
Microsoft - 2023
- **Professional Data Engineer**
Google Cloud - 2022
- **IELTS Academic - C1**
British Council - 2022
- **Deep Learning Specialization**
Coursera/DeepLearning.AI - 2019

Languages

- **English::** Fluent - C2
 - **Italian::** Working Knowledge - B1
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