Mauro Santoro

Email: Contact Information

- **Email:** mauro.santoro@email.com
- **Phone:** +39 384 341 3774
- **Location:** Bologna

» Work Preferences

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.

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

» Professional Summary

Senior data scientist with 12+ years of experience designing ML/AI solutions for complex business problems. Technical leadership on strategic data-driven initiatives and analytics team mentoring. Expertise in deep learning, NLP, and big data technologies.

» Professional Experience

VP of Growth

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

- Customer Segmentation
- Mailchimp
- E-commerce Marketing
- Marketing Strategy
- Churn Reduction
- Conversion Rate Optimization
- Ahrefs
- CRM Systems
- Power BI
- Shopify
- Competitive Analysis

» Certificazioni

- **TensorFlow Developer Certificate**
  Google - 2021

- **Deep Learning Specialization**
  Coursera/DeepLearning.AI - 2019

Languages

- **English:**: Native
- **Italian:**: Fluent - C1

In accordance with European Regulation 679/2016 (GDPR), I authorize the processing of my personal data for recruitment and selection purposes.