

# Omar Martinez

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## Email: Contact Information

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- **Email:** omar.martinez@email.com
- **Phone:** +39 398 640 8717
- **Location:** Perugia

## » Work Preferences

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

**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.

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

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## » Professional Summary

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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

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### 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

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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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- Power BI
  - SEO
  - Content Marketing
  - Video Marketing
  - Churn Reduction
  - Referral Programs
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## » Certifications

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- **Market Research** | Technical Academy | 02/2024
  - **Budget Management** | Professional Institute | 06/2022
  - **Customer Segmentation** | Industry Certification Board | 03/2021
  - **Programmatic Advertising** | Technical Academy | 07/2023
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## » Certificazioni

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- **TensorFlow Developer Certificate**  
*Google - 2021*

- **Microsoft Certified: Azure Data Scientist Associate**

*Microsoft - 2021*

- **TOEFL iBT - 100+**

*ETS - 2020*

## Languages

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- **English:** Native

- **Italian:** Native
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