

Simona Bianchi

Email: Contact Information

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 - **Location:** Roma
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» 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

Marketing Director

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

- Programmatic Advertising
 - SEM
 - Ahrefs
 - Positioning
 - Adobe Creative Suite
 - Marketing Automation
 - SEO
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» Certificazioni

- **Excel Expert**
Microsoft - 2022
- **TensorFlow Developer Certificate**
Google - 2022

Languages

- **English:** Native
 - **Italian:** Native
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