

Elisa Rossi

Email: Contact Information

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 - **Location:** Ferrara
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» Professional Experience

Head of Content

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 Lifetime Value
 - Moz
 - Mailchimp
 - WordPress
 - HubSpot
 - Marketing Automation
 - Content Strategy
 - Growth Hacking
 - Ahrefs
 - Market Research
 - Conversion Optimization
 - Copywriting
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» Soft Skills

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

» Certificazioni

- **IELTS Academic - C1**
British Council - 2022
- **TensorFlow Developer Certificate**
Google - 2022
- **Deep Learning Specialization**
Coursera/DeepLearning.AI - 2019

Languages

- **English::** Native
 - **Italian::** Working Knowledge - B1
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