

Daniel Mbaye

Email: Contact Information

- **Email:** daniel.mbaye@email.com
- **Phone:** +39 342 784 1467
- **Location:** Barcelona

» Work Preferences

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

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.

» 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

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

- Customer Lifetime Value
 - Conversion Optimization
 - Content Marketing
 - UX Writing
 - Facebook Ads
 - Marketing Plans
 - SEMrush
 - Moz
 - Brand Management
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» Soft Skills

Effective technical communication with non-tech stakeholders | Fast learning capability for new technologies | Proactivity in identifying and solving problems | Complex problem solving and analytical thinking

» Certificazioni

- **Excel Expert**
Microsoft - 2022
- **Professional Data Engineer**
Google Cloud - 2020

- **Certificazione Lingua Inglese C1**

Cambridge English - 2018

Languages

- **English::** Advanced - C1
 - **Italian::** Professional - C2
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