

Mona Chen

Email: Contact Information

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 - **Location:** Livorno
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» 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

Demand Generation Manager

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%
- Refactored legacy components improving code quality (D to A rating)
- 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
 - Full ownership of notification system from architecture to production deployment
 - 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

- CRM Systems
 - Content Marketing
 - Meta Business Suite
 - Moz
 - Adobe Creative Suite
 - Power BI
 - Brand Voice
 - Content Strategy
 - Data Studio
 - Brand Management
 - Conversion Rate Optimization
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» Certificazioni

- **AWS Certified Machine Learning - Specialty**
Amazon Web Services - 2022
- **Professional Data Engineer**
Google Cloud - 2021
- **Deep Learning Specialization**
Coursera/DeepLearning.AI - 2021
- **TensorFlow Developer Certificate**
Google - 2021

Languages

- **English::** Professional - C1

- **Italian::** Working Knowledge - B1

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