

Michele Barbieri

Email: Contact Information

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- **Location:** Sofia

» Work Preferences

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

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

» 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

Growth Marketing 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%
- 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

- Google Ads
 - Buffer
 - Churn Reduction
 - Shopify
 - Budget Management
 - Email Marketing
 - Referral Programs
 - Moz
 - Ahrefs
 - CRM Systems
 - Marketing Mix
 - Programmatic Advertising
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» Soft Skills

Effective technical communication with non-tech stakeholders | Complex problem solving and analytical thinking | Collaboration in distributed and multicultural teams | Attention to detail and focus on code quality

» Certificazioni

- Microsoft Certified: Azure Data Scientist Associate
Microsoft - 2021

- **IELTS Academic - C1**

British Council - 2019

Languages

- **English::** Fluent - C2
 - **Italian::** Working Knowledge - B2
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