

# Sonia Vitale

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## Email: Contact Information

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- **Email:** sonia.vitale@email.com
  - **Phone:** +39 316 345 1480
  - **Location:** Parma
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## » Professional Summary

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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

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### Performance Marketing Lead

**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%
- Contributed to 16% churn rate reduction through proactive initiatives

### 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

--- Lead strategic technical initiatives with cross-team impact.

## » Education

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### 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*

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## » Technical Skills

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- Marketing Mix
  - Storytelling
  - Facebook Ads
  - SEMrush
  - User Journey Mapping
  - Marketing Automation
  - Meta Business Suite
  - Programmatic Advertising
  - Growth Hacking
  - ROI Analysis
  - LinkedIn Ads
  - Buffer
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## » Soft Skills

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Fast learning capability for new technologies | Complex problem solving and analytical thinking | Collaboration in distributed and multicultural teams | Proactivity in identifying and solving problems

## » Certificazioni

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- **AWS Certified Machine Learning - Specialty**  
*Amazon Web Services - 2023*
- **Microsoft Certified: Azure Data Scientist Associate**  
*Microsoft - 2022*

- **TensorFlow Developer Certificate**

*Google - 2021*

- **Certificazione Lingua Inglese C1**

*Cambridge English - 2020*

## Languages

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- **English::** Native

- **Italian::** Professional - C1

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*I authorize the processing of personal data contained in this CV in accordance with Article 13 of GDPR 679/2016.*