

Luigi Lombardo

Email: Contact Information

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 - **Location:** Torino
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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

Brand 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%
- Contributed to 19% 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
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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

- Referral Programs
 - Marketing Automation
 - Editorial Planning
 - Content Marketing
 - Go-to-Market Strategy
 - SEMrush
 - UX Writing
 - Buffer
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» Certifications

- **Retention Marketing** | Technical Academy | 02/2020
 - **Positioning** | Technical Academy | 09/2019
 - **Visual Design** | Professional Institute | 12/2022
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» Certificazioni

- **TOEFL iBT - 100+**
ETS - 2021
- **Deep Learning Specialization**
Coursera/DeepLearning.AI - 2019

Languages

- **English::** Fluent - C1
- **Italian::** Native

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