

Ludovica Serra

Email: Contact Information

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 - **Location:** Marseille
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» 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

Marketing Analytics 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 17% 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

- Mailchimp
 - Churn Reduction
 - Brand Management
 - ROI Analysis
 - CRM Systems
 - Facebook Ads
 - SEM
 - Visual Design
 - Buffer
 - Data Studio
 - Amazon Marketing
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» Soft Skills

Complex problem solving and analytical thinking | Proactivity in identifying and solving problems | Collaboration in distributed and multicultural teams | Attention to detail and focus on code quality

» Certificazioni

- **AWS Certified Machine Learning - Specialty**
Amazon Web Services - 2023
- **TensorFlow Developer Certificate**
Google - 2022
- **Lean Six Sigma Green Belt**
ASQ - 2021

Languages

- **English::** Advanced - C2
 - **Italian::** Working Knowledge - B1
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In accordance with European Regulation 679/2016 (GDPR), I authorize the processing of my personal data for recruitment and selection purposes.