

Prisca Costa

Email: Contact Information

- **Email:** prisca.costa@email.com
- **Phone:** +39 347 276 6787
- **Location:** Venezia

» Work Preferences

Ideal Projects: Interested in projects combining data analysis, machine learning, and business impact. Preference for data-driven companies with modern infrastructure and access to significant datasets.

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

» 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

Digital 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

- Onboarded and mentored 3 new team members
 - 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

- LinkedIn Ads
 - Marketing Strategy
 - Programmatic Advertising
 - Conversion Rate Optimization
 - Mailchimp
 - Ahrefs
 - Marketing Plans
 - GTM
 - HubSpot
 - Growth Hacking
 - Adobe Creative Suite
 - User Journey Mapping
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» Soft Skills

Collaboration in distributed and multicultural teams | Effective technical communication with non-tech stakeholders | Proactivity in identifying and solving problems | Fast learning capability for new technologies

» Certificazioni

- **Microsoft Certified: Azure Data Scientist Associate**
Microsoft - 2023

- **TensorFlow Developer Certificate**

Google - 2021

- **TOEFL iBT - 100+**

ETS - 2019

Languages

- **English::** Advanced - C2

- **Italian::** Native

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