Lorenzo Russo

Email: Contact Information

- **Email:** lorenzo.russo@email.com
- **Phone:** +39 364 534 8093
- **Location:** Prato

» 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.

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

» 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

Senior Product 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

• Content Strategy

• Mailchimp

• CRM Systems

• Budget Management

• Amazon Marketing

• A/B Testing

• Facebook Ads

• Brand Management

• SEMrush

• Referral Programs

• Canva

» Certificazioni

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

• **TensorFlow Developer Certificate**
  Google - 2023

• **AWS Certified Machine Learning - Specialty**
  Amazon Web Services - 2022

Languages

- **English:**: Advanced - C2
- **Italian:**: Professional - C2