

Elettra Longo

Email: Contact Information

- **Email:** elettra.longo@email.com
 - **Phone:** +39 330 260 6916
 - **Location:** Perugia
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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

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%

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

--- Evolve towards {direction} roles.

» 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

- Competitive Analysis
 - Buffer
 - Brand Voice
 - SEMrush
 - Amazon Marketing
 - Adobe Creative Suite
 - Hootsuite
 - Power BI
 - Conversion Optimization
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» Certifications

- **Marketing Automation** | Industry Certification Board | 01/2021
 - **Video Marketing** | Technical Academy | 10/2023
 - **Editorial Planning** | Professional Institute | 10/2023
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» Certificazioni

- **AWS Certified Machine Learning - Specialty**
Amazon Web Services - 2021
- **Lean Six Sigma Green Belt**
ASQ - 2021
- **Deep Learning Specialization**
Coursera/DeepLearning.AI - 2021

Languages

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