Isabella Gentile

Email: Contact Information

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- **Location:** Milano

» 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

Director of Digital Marketing

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%
- Set up advanced monitoring with proactive alerting and real-time dashboards
- 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
- Defined quarterly technical roadmap aligned with business objectives
- Conducted data analysis and delivered insights to senior management

--- Mentor junior/mid developers and contribute to team growth.

» 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

• Go-to-Market Strategy

• Storytelling

• Brand Management

• Shopify

» Soft Skills

Effective technical communication with non-tech stakeholders | Complex problem solving and analytical thinking | Collaboration in distributed and multicultural teams | Fast learning capability for new technologies

» Certifications

• **Copywriting** | Industry Certification Board | 01/2024
• **Visual Design** | Industry Certification Board | 01/2021

» Certificazioni

• **Microsoft Certified: Azure Developer Associate**
  Microsoft - 2022

• **Certified Kubernetes Administrator (CKA)**
  Cloud Native Computing Foundation - 2021

• **Professional Scrum Master I**
  Scrum.org - 2021

- **AWS Certified Solutions Architect**

  Amazon Web Services - 2020

Languages

- **English:**: Advanced - C2
- **Italian:**: Native

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