

Nicoletta Greco

Email: Contact Information

- **Email:** nicoletta.greco@email.com
 - **Phone:** +39 332 345 4795
 - **Location:** Messina
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» Professional Experience

Junior Content Creator

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
 - Growth Hacking
 - Salesforce Marketing Cloud
 - Google Analytics
 - Content Marketing
 - Retention Marketing
 - Meta Business Suite
 - Hootsuite
 - Referral Programs
 - SWOT Analysis
 - Google Ads
 - Conversion Rate Optimization
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» Certificazioni

- **AWS Certified Machine Learning - Specialty**
Amazon Web Services - 2023
- **Microsoft Certified: Azure Data Scientist Associate**
Microsoft - 2021
- **Excel Expert**
Microsoft - 2020
- **Deep Learning Specialization**
Coursera/DeepLearning.AI - 2019

Languages

- **English:** Native
 - **Italian:** Native
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