

Marina Galli

Email: Contact Information

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 - **Location:** Firenze
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» 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

Performance Marketing Lead

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%
- Full ownership of analytics dashboard from architecture to production deployment

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
- Refactored legacy components improving code quality (D to A rating)
- 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

- Storytelling
 - Video Marketing
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» Soft Skills

Complex problem solving and analytical thinking | Effective technical communication with non-tech stakeholders | Fast learning capability for new technologies | Proactivity in identifying and solving problems

» Certifications

- **Shopify** | Professional Institute | 03/2023
 - **AWS Certified Developer** | AWS | 07/2023
 - **Mailchimp** | Technical Academy | 12/2022
 - **A/B Testing** | Industry Certification Board | 09/2023
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» Certificazioni

- **IELTS Academic - C1**
British Council - 2021
- **Professional Scrum Master I**
Scrum.org - 2021
- **AWS Certified Solutions Architect**
Amazon Web Services - 2021

Languages

- **English::** Professional - C2
 - **Italian::** Fluent - C1
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