Flora Russo

Email: Contact Information

- **Email:** flora.russo@email.com
- **Phone:** +39 316 886 6656
- **Location:** Firenze

» Work Preferences

Tools & Technologies: Seeking opportunities to work with modern tech stack (cloud, big data, ML frameworks) and experiment with new analytical methodologies.

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

» Professional Experience

Senior Digital 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

» 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

- Copywriting
- Data Studio
- Meta Business Suite
- Customer Segmentation
- UX Writing
- GTM
- Customer Lifetime Value
- Salesforce Marketing Cloud
- Email Marketing

» Certifications

- **Video Marketing** | Technical Academy | 03/2021
- **Marketing Plans** | Industry Certification Board | 01/2020

» Certificazioni

- **IELTS Academic - C1**
  British Council - 2022

- **Deep Learning Specialization**
  Coursera/DeepLearning.AI - 2021

- **Professional Data Engineer**
  Google Cloud - 2020

- **TOEFL iBT - 100+**
  ETS - 2019

Languages

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

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