

# Pablo Al-Rashid

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## Email: Contact Information

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- **Email:** pablo.al-rashid@email.com
- **Phone:** +39 375 100 9364
- **Location:** Dubai

## » Work Preferences

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**Ideal Projects:** Interested in projects combining data analysis, machine learning, and business impact. Preference for data-driven companies with modern infrastructure and access to significant datasets.

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

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

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## » Professional Summary

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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

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### Head of Content

**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
  - Coordinated sprint planning and retrospectives with team of 12 people
  - Conducted data analysis and delivered insights to senior management
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## » Education

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### 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*

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## » Technical Skills

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- Go-to-Market Strategy
  - Google Ads
  - Conversion Optimization
  - SEM
  - Data Studio
  - Amazon Marketing
  - Power BI
  - Google Search Console
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## » Certifications

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- **Storytelling** | Technical Academy | 07/2022
  - **Growth Hacking** | Technical Academy | 03/2019
  - **Video Marketing** | Technical Academy | 07/2019
  - **SWOT Analysis** | Professional Institute | 05/2024
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## » Certificazioni

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- **Deep Learning Specialization**  
*Coursera/DeepLearning.AI - 2021*
- **Professional Data Engineer**  
*Google Cloud - 2020*

## Languages

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