

Viktor Mbaye

Email: Contact Information

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 - **Location:** Cagliari
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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

Chief Marketing Officer

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

--- 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

- Data Studio
 - Customer Segmentation
 - SWOT Analysis
 - Influencer Marketing
 - UX Writing
 - Facebook Ads
 - User Journey Mapping
 - Salesforce Marketing Cloud
 - Amazon Marketing
 - Customer Lifetime Value
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» Certificazioni

- **AWS Certified Solutions Architect**
Amazon Web Services - 2022
- **Certified Kubernetes Administrator (CKA)**
Cloud Native Computing Foundation - 2022
- **Microsoft Certified: Azure Developer Associate**
Microsoft - 2021
- **Excel Expert**
Microsoft - 2020

Languages

- **English::** Advanced - C1
- **Italian::** Fluent - C1

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