

Raffaella Moretti

Email: Contact Information

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- **Phone:** +39 385 259 4399
- **Location:** Prato

» Work Preferences

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

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.

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

» Professional Summary

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

Product 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
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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

- User Journey Mapping
 - Competitive Analysis
 - Customer Lifetime Value
 - ROI Analysis
 - UX Writing
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» Certifications

- **Growth Hacking** | Technical Academy | 02/2024
 - **Hootsuite** | Professional Institute | 05/2022
 - **Facebook Ads** | Technical Academy | 08/2019
 - **Buffer** | Industry Certification Board | 02/2022
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» Certificazioni

- **AWS Certified Machine Learning - Specialty**
Amazon Web Services - 2023

- **Professional Data Engineer**

Google Cloud - 2022

- **Microsoft Certified: Azure Data Scientist Associate**

Microsoft - 2021

- **TensorFlow Developer Certificate**

Google - 2020

Languages

- **English::** Professional - C2

- **Italian::** Professional - C2

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