

Caterina Rossi

Email: Contact Information

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 - **Location:** Geneva
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» Professional Experience

Senior 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

- Salesforce Marketing Cloud
 - Market Research
 - Visual Design
 - Shopify
 - E-commerce Marketing
 - Growth Hacking
 - Buffer
 - Conversion Optimization
 - Influencer Marketing
 - Churn Reduction
 - Ahrefs
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» Certificazioni

- **TensorFlow Developer Certificate**
Google - 2023
- **AWS Certified Machine Learning - Specialty**
Amazon Web Services - 2022

Languages

- **English::** Fluent - C2
 - **Italian::** Fluent - C2
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