

# Linda Greco

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## Email: Contact Information

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- **Email:** linda.greco@email.com
  - **Phone:** +39 354 891 2604
  - **Location:** Palermo
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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
  - 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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- Customer Lifetime Value
  - CRM Systems
  - Salesforce Marketing Cloud
  - Mailchimp
  - E-commerce Marketing
  - Brand Management
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### » Certifications

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- **Programmatic Advertising** | Professional Institute | 08/2019
  - **Meta Business Suite** | Industry Certification Board | 05/2021
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### » Certificazioni

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- **AWS Certified Machine Learning - Specialty**  
*Amazon Web Services - 2022*
- **Lean Six Sigma Green Belt**  
*ASQ - 2020*
- **TOEFL iBT - 100+**  
*ETS - 2019*

## Languages

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- **English::** Native
  - **Italian::** Working Knowledge - B1
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