Pietro Martinelli

Email: Contact Information

- **Email:** pietro.martinelli@email.com
- **Phone:** +39 343 728 4993
- **Location:** Ferrara

» Work Preferences

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.

» Professional Experience

Senior 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

» 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

• Amazon Marketing

• Retention Marketing

• GTM

• Marketing Automation

• UX Writing

• Hootsuite

• Salesforce Marketing Cloud

• Editorial Planning

• Customer Lifetime Value

• Copywriting

• Storytelling

» Certificazioni

• **AWS Certified Machine Learning - Specialty**
  Amazon Web Services - 2021

• **Deep Learning Specialization**
  Coursera/DeepLearning.AI - 2021

• **Professional Data Engineer**
  Google Cloud - 2021

Languages

• **English:**: Native

• **Italian:**: Working Knowledge - B1