

# Martina Vitale

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## Email: Contact Information

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- **Email:** martina.vitale@email.com
  - **Phone:** +39 325 584 7990
  - **Location:** Istanbul
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## » Professional Summary

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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

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### 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

--- Evolve towards {direction} roles.

## » 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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- User Journey Mapping
  - Ahrefs
  - HubSpot
  - Storytelling
  - UX Writing
  - CRM Systems
  - Power BI
  - Retention Marketing
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## » Certifications

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- **Google Analytics** | Google | 04/2022
  - **Market Research** | Professional Institute | 04/2024
  - **SEO** | Professional Institute | 07/2019
  - **Programmatic Advertising** | Industry Certification Board | 07/2022
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## » Certificazioni

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- **Excel Expert**  
*Microsoft - 2023*
- **Professional Data Engineer**  
*Google Cloud - 2021*
- **AWS Certified Machine Learning - Specialty**  
*Amazon Web Services - 2021*

## Languages

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- **English::** Advanced - C2
  - **Italian::** Fluent - C1
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