

Roberta Martini

Email: Contact Information

- **Email:** roberta.martini@email.com
- **Phone:** +39 366 666 5475
- **Location:** Prato

» Work Preferences

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

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.

» Professional Summary

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

Performance Marketing Lead

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

- Email Marketing
 - Canva
 - Buffer
 - GTM
 - Customer Lifetime Value
 - Marketing Dashboards
 - Market Research
 - Brand Management
 - Storytelling
 - Adobe Creative Suite
 - Salesforce Marketing Cloud
-

» Certificazioni

- **AWS Certified Machine Learning - Specialty**
Amazon Web Services - 2022
- **TOEFL iBT - 100+**
ETS - 2019

Languages

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

I authorize the processing of personal data contained in this CV in accordance with Article 13 of GDPR 679/2016.