

Giulia Martini

Email: Contact Information

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- **Location:** Messina

» Work Preferences

Business Impact: Want to contribute to projects where data analysis has direct impact on strategic decisions and measurable business results.

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.

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

» Professional Summary

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

Marketing Analytics 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

- Canva
 - SEM
 - Moz
 - Visual Design
 - Brand Management
 - User Journey Mapping
 - Brand Voice
 - Social Media Marketing
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» Certificazioni

- **TensorFlow Developer Certificate**
Google - 2022
- **AWS Certified Machine Learning - Specialty**
Amazon Web Services - 2021
- **Lean Six Sigma Green Belt**
ASQ - 2019

Languages

- **English::** Fluent - C1
 - **Italian::** Working Knowledge - B1
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