Irene Martinelli

Email: Contact Information

- **Email:** irene.martinelli@email.com
- **Phone:** +39 356 216 9760
- **Location:** Athens

» 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.

» Professional Experience

Marketing Assistant

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%
- Coordinated sprint planning and retrospectives with team of 8 people

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
- Onboarded and mentored 2 new team members
- 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

- ROI Analysis
- Shopify
- Content Strategy
- Ahrefs
- Marketing Automation
- GTM
- WordPress
- SWOT Analysis

» Certificazioni

- **Lean Six Sigma Green Belt**
  ASQ - 2022

- **Microsoft Certified: Azure Data Scientist Associate**
  Microsoft - 2021

- **TOEFL iBT - 100+**
  ETS - 2020

- **Professional Data Engineer**
  Google Cloud - 2020

Languages

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

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