

Alex Johnson

Email: Contact Information

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 - **Location:** Catania
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» Professional Experience

Demand Generation 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%
- Set up advanced monitoring with proactive alerting and real-time dashboards

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

- Marketing Automation
 - Adobe Creative Suite
 - Brand Management
 - Google Analytics
 - Amazon Marketing
 - UX Writing
 - Hootsuite
 - Content Strategy
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» Soft Skills

Fast learning capability for new technologies | Attention to detail and focus on code quality | Complex problem solving and analytical thinking | Collaboration in distributed and multicultural teams

» Certifications

- **SEO** | Industry Certification Board | 11/2022
 - **Facebook Ads** | Technical Academy | 06/2023
 - **Storytelling** | Technical Academy | 04/2020
 - **Editorial Planning** | Industry Certification Board | 12/2019
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» Certificazioni

- **Certificazione Lingua Inglese C1**
Cambridge English - 2020
- **TensorFlow Developer Certificate**
Google - 2020

Languages

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