

Pietro Giordano

Email: Contact Information

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- **Location:** Nairobi

» Work Preferences

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.

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

» 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

Marketing Director

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

- Marketing Strategy
 - Canva
 - CRM Systems
 - Go-to-Market Strategy
 - Video Marketing
 - Customer Lifetime Value
 - Retention Marketing
 - Google Search Console
 - Copywriting
 - Brand Voice
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» Soft Skills

Complex problem solving and analytical thinking | **Collaboration in distributed and multicultural teams** | **Proactivity in identifying and solving problems** | **Effective technical communication with non-tech stakeholders**

» Certificazioni

- **Lean Six Sigma Green Belt**

ASQ - 2022

- **AWS Certified Machine Learning - Specialty**

Amazon Web Services - 2022

Languages

- **English::** Native

- **Italian::** Fluent - C2
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