

# Simona Ferrara

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## Email: Contact Information

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- **Email:** simona.ferrara@email.com
- **Phone:** +39 354 571 1718
- **Location:** Athens

## » Work Preferences

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**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.

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## » Professional Summary

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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

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### SVP of Sales

**Example Corp** | Sales | 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%

## Sales Specialist

**Tech Innovations Ltd** | Sales | 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

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### Master's Degree in Business Administration

**University of London** | 2015-2017 *First Class Honours*

### Bachelor's Degree in Business Administration

**University of Manchester** | 2012-2015 *2:1 Honours*

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## » Technical Skills

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- Outreach.io
  - CRM Analytics
  - Customer Advocacy
  - Relationship Building
  - Customer Onboarding
  - Sales Forecasting
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## » Soft Skills

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**Proactivity in identifying and solving problems** | **Effective technical communication with non-tech stakeholders** | **Fast learning capability for new technologies** | **Attention to detail and focus on code quality**

## » Certifications

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- **Monday.com** | Industry Certification Board | 06/2020
  - **Sales Planning** | Professional Institute | 07/2020
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## » Certificazioni

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- **TOEFL iBT - 100+**  
*ETS - 2022*
- **AWS Certified Machine Learning - Specialty**  
*Amazon Web Services - 2021*
- **Deep Learning Specialization**  
*Coursera/DeepLearning.AI - 2019*

## Languages

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- **English::** Professional - C1
  - **Italian::** Fluent - C1
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