

Alice Costa

Email: Contact Information

- **Email:** alice.costa@email.com
- **Phone:** +39 358 850 8994
- **Location:** Palermo

» Work Preferences

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

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

Chief Growth Officer

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

- Mailchimp
 - Content Marketing
 - Referral Programs
 - Visual Design
 - Data Studio
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» Soft Skills

Attention to detail and focus on code quality | Effective technical communication with non-tech stakeholders | Collaboration in distributed and multicultural teams | Complex problem solving and analytical thinking

» Certifications

- **SEMrush** | Professional Institute | 12/2019
 - **SEM** | Technical Academy | 02/2024
 - **Conversion Rate Optimization** | Professional Institute | 08/2021
 - **Amazon Marketing** | Industry Certification Board | 08/2023
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» Certificazioni

- **TensorFlow Developer Certificate**
Google - 2022

- **Professional Data Engineer**

Google Cloud - 2022

- **Deep Learning Specialization**

Coursera/DeepLearning.AI - 2021

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

Microsoft - 2021

Languages

- **English::** Professional - C2

- **Italian::** Working Knowledge - B2

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