

Isabella Romano

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PROFESSIONAL SUMMARY

Accomplished Growth Marketing Manager with 4 years of progressive experience in Marketing. Demonstrated expertise in Growth Marketing, A/B Testing, Conversion Optimization with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Growth Marketing

A/B Testing

Conversion Optimization

User Acquisition

Retention

PROFESSIONAL EXPERIENCE

Growth Marketing Manager | Dropbox

2022 - Present | Delhi, India

- Spearheaded marketing initiatives that delivered 18% improvement in operational efficiency
- Led cross-functional teams of 14 professionals across multiple high-impact projects
- Architected and implemented Growth Marketing solutions resulting in \$324K annual cost savings
- Established best practices and mentored 3 team members, improving overall team productivity by 35%

Growth Marketing Manager | Starbucks

2020 - 2022

- Developed and maintained a/b testing applications serving 20K+ users
- Collaborated with product and design teams to deliver 18 major feature releases
- Optimized system performance resulting in 27% reduction in response time

EDUCATION

Bachelor of Science in Digital Marketing

Sapienza University of Rome | 2016

CERTIFICATIONS

- Facebook Blueprint Certified
- Salesforce Marketing Cloud

LANGUAGES

English | Hindi | Russian