Anna Valenti

Product, Growth & Operations Manager | Product Operations · Growth Marketing · Go-to-Market · AI & Automation

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PROFESSIONAL SUMMARY

Product, growth and operations professional with 4+ years across edtech, hospitality tech, fintech, health tech and SaaS, and co-founder of an AI and automation studio. I connect strategy with week-by-week execution: designing operating models and processes, coordinating roadmaps and prioritisation, building go-to-market and growth plans, and running the campaigns, outbound engines and reporting that make them work. Hands-on with AI and no-code automation (Claude, Cursor, Lovable, n8n, Make, Python, SQL) and comfortable with senior stakeholders, clients and cross-functional teams. Track record includes +70% SQLs, +85% social reach, 300+ top-20 keywords and 25% team time saved through automation.

CORE SKILLS

Product operations · Operating model & process design · Roadmap planning & prioritisation · Go-to-market (GTM) strategy · Growth strategy & demand generation · Performance marketing (SEO, SEA, paid) · Lifecycle & marketing automation · Outbound & lead generation · CRM & pipeline management · Partner marketing & events · Content strategy & copywriting · Product analytics & KPI reporting · Data analysis (SQL, Python) · A/B testing & experimentation · AI integration & workflow automation · Prompt engineering & LLM tooling · Business development & client delivery · Stakeholder management · Team leadership · UX research

PROFESSIONAL EXPERIENCE

Senior Product & Operations Manager — Studocu

Amsterdam, Netherlands | July 2026 – Present

Product operations across a portfolio of teams building AI-powered study experiences for millions of students.

- Designed and rolled out a new operating model (ways of working) for product teams; piloted with the first mission team, then scaled across the portfolio.
- Coordinated roadmap planning and prioritisation across concurrent missions (AI practice and study tools, agentic study experiences, class recordings, mobile app foundations).
- Partnered with product, design, engineering and growth leads to define go-to-market (GTM) strategy for new product surfaces.
- Built the analytics and KPI reporting layer teams use to track mission KPIs such as DAU/MAU; analysed user journeys, drop-off and engagement to prioritise experiments.
- Automated manual product-operations workflows (reporting, planning inputs, cross-team handoffs) with AI and no-code tooling.

Head of Growth — GuestButler

Netherlands / UK | December 2025 – Present

- Lead growth for an AI-powered guest communication platform (Achmea spin-out) across the Netherlands and UK; own commercial planning and pipeline reporting.
- Run multi-channel acquisition: paid campaigns, outbound, lifecycle marketing, content, partnerships and events.
- Built an outbound prospecting engine (Apollo, Clay, BuiltWith, Make.com) and lifecycle automation and lead-reactivation campaigns.
- Built partner marketing programmes with RoomRaccoon and Booking Experts (webinars, case studies, joint campaigns) and own industry events end to end (ITB Berlin, Embrace, Independent Hotel Show Amsterdam).
- Ran A/B tests on product features and supported the release of the post-spin-out product; led the Webflow migration and set up the Notion operations hub.

Co-Founder & Commercial Director — Lumina Studio
Amsterdam, Netherlands | August 2024 – Present

- Founded and lead a boutique studio delivering business process automation, AI agents, internal tools and digital transformation for clients across Europe and APAC.
- Own client engagements from discovery and proposal to delivery alongside a technical co-founder; manage marketing, pricing, sales and operations.
- Lead a team of 5 and a network of 6+ official partners; manage investor relationships and business development.

Performance Marketer — Pionect
Netherlands | October 2025 – December 2025

- Built the full-funnel marketing and sales strategy from the ground up.
- Scaled outbound with Dripify and PhantomBuster (+70% sales-qualified leads / SQLs).
- Led the website rebrand, SEO and SEA execution (+15% organic visibility).
- Embedded AI and automation into team workflows (25% time saved).

Earlier Experience

Marketing Coordinator — Renewtech | Netherlands | October 2024 – October 2025
Led Dutch-market marketing in sync with the international marketing team; managed social media, SEO, events, AI and automation.

UX Researcher — Beeld & Geluid (Netherlands Institute for Sound & Vision) | Hilversum | February 2025 – June 2025
Behavioural research and experience mapping for Media Museum visitors; designed pre- and post-visit surveys and analysed visitor path data.

Marketing Strategist — Yuxme | Remote | September 2024 – January 2025
Built the digital presence of an Italian fintech from scratch: market research, content strategy, website overhaul, email marketing and AI integrations for content and automation.

Content & Product Manager — Creative Clicks / Manna | Amsterdam | May 2024 – August 2024
Led the release of a fitness app from sandbox testing to deployment with cross-team alignment; managed content, automation and communication with nutritionists and doctors.

Junior Content Manager — Manna | Amsterdam | September 2023 – August 2024
SEO strategy and rebranding for MyGreenHome and Manna (300+ keywords ranking in the top 20 SERPs); multi-channel social strategy across Instagram, TikTok, YouTube, Facebook and Pinterest (+85% reach in 4 months).

Content Writer — Captain Words | Remote | August 2023 – December 2023
Culturally localised content for the Italian market (e-gaming, e-sports, online betting); blog writing aligned with clients' brand voice.

Copywriter Intern — Creative Clicks | Amsterdam | November 2022 – September 2023
SEO blog content, landing pages and ad copy for home-improvement, medtech and agency clients; organic and paid Google Ads campaigns.

EDUCATION

Master in Data and AI — University of Amsterdam | 2024 – 2025
Relevant coursework: Python 3, Prompt Engineering, Tech Project Management, Qualitative & Quantitative Research

Bachelor in Media and Information — University of Amsterdam | 2021 – 2024
Relevant coursework: Media Research, Web3, Blockchain, Coding, Content Marketing

TOOLS & TECHNOLOGIES

Claude, Cursor, Lovable, n8n, Make.com, Python, SQL, HTML, Notion, Linear, Google Ads, Apollo, Clay, BuiltWith, Dripify, PhantomBuster, Webflow, Framer, Instagram, TikTok, YouTube, Pinterest

LANGUAGES

English, Dutch, Italian