

Andrés Fuentes Calderón

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Experienced product manager with a hands-on approach to problem-solving. Thrives in challenging environments and is adept at overcoming obstacles regardless of their complexity. Demonstrates a strong track record of revitalizing stalled projects and fostering positive coworkers and clients relationships.

Work Experience

Project Manager // Webmaster

2023 - current

Redegal

Redegal is a Galician digital marketing and development agency.

- Successfully revitalized a long-stalled project for one of Spain's largest real estate companies within a year of joining Redegal.
- Cultivated an exceptional client relationship, resulting in the most favorable client satisfaction ratings in years.
- Significantly enhanced project outcomes:
 - Improved leads generation rates by 300%.
 - Boosted website loading speed by 500%.
 - Accelerated API calls by 200%.
 - Implemented cost-saving measures resulting in a 75% reduction in expenditure on unnecessary cloud services.

Product Manager // Head of Marketing

2019 - 2023

Viafirma

Viafirma is a SaaS B2B with more than 1300 clients over 15 countries. I'm driven by analytics, relentlessly focused on optimizing conversion rates and capturing high-quality leads.

- Successfully resolved over 90% of customer concerns and identified 10+ areas for improvement resulting in a 20% increase in customer satisfaction.
- Successfully increased website traffic by 300% from 10k to 40k.
- Achieved a 1000% increase in monthly leads, growing from 10 to 100 leads per month.
- Improved lead quality from 20% to 90% through strategic marketing initiatives.
- Enhanced NPS score by 40% through a complete redesign of the user interface.

- Authored technical documentation and tutorials for Viafirma's functionalities and APIs.

Frontend Developer & Product Marketing Specialist

2017 - 2019

Viafirma

- Evolved into the role of a web developer over time, taking on increasing responsibilities and mastering new skills.
- Successfully led the migration of a website from Drupal to Wordpress and expanded technical knowledge through exploration of React JS.
- Collaborated with the marketing team and assumed a leadership role, overseeing a group of individuals.

UI/UX Product Designer

2014 - 2017

Viafirma

- Proficient in UI and UX design with a focus on user-centered design principles.
- Aesthetic sensibility and ability to create visually appealing designs that effectively communicate information.
- Continuously updating knowledge and skills to keep up with emerging design trends and technologies.
- Worked for clients like: Cepsa, Heineken, Real Madrid, Barclaycard and others.

Frontend Developer

2013 - 2022

Freelance

- Experienced in developing e-commerce websites of various types using platforms such as PrestaShop and Shopify.
- Proficient in developing websites for various industries, including hotels, real estate and portfolio websites using WordPress.
- Custom projects to meet unique business needs and requirements using Java.

Education

- Master in Digital Marketing for Businesses (2020-2021)
University of Nebrija
 - Certificate of Higher Education in Web Application Development (2015-2018)
 - Certificate of Higher Education in Multi-platform Applications Development (2016-2019)
IES Aguadulce · Almería
 - Graduate in Audiovisual Communication (2009-2014)
University of Seville
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Skills & Other

- Native Spanish & fluent English.
- Software I work with:
 - **Product.** Jira, GitHub Projects, Redmine, GitBook, Amplitude, Hotjar, Microsoft Clarity.
 - **Marketing.** GA 4, Looker Studio, Google Tag Manager, Search Console, Google Ads, SEMrush, Screaming Frog.
 - **Development.** HTML, CSS, Javascript, ReactJS, PHP, SQL, GitHub, Postman, WordPress, Prestashop.
 - **Design.** Figma, Adobe Suite, Canva, Zeplin.
- Developed Viafirma's official apps:
 - Zapier
 - Microsoft Power Platform
 - Google Workspace Addon