



**Frederico Matias**

Web developer  
Product Manager

📍 Porto, Portugal

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## S O C I A L



## P R O F I L E

As an enthusiastic tech-lover, I thrive in fast-paced environments & am eager to tackle roles in full stack development and product management.

## E D U C A T I O N

### ● Web Development – Full Stack

Le Wagon  
2023

### ● Product & Design

ULHT  
2015 – 2018

### ● Marketing & Publicity

IADE  
2016 – 2019

## S K I L L S

- Html/Css
- SQLite3
- JavaScript
- Ruby On Rails
- Figma
- Notion
- Adobe Creative Suite

## E X P E R I E N C E

### ● PRODUCT MARKETING MANAGER

May 2022 – Feb 2023 | BeInCrypto

- Conducted market research and collaborated with cross-functional teams to develop cutting-edge technologies.
- Utilized research to inform product development and meet user needs.
- Developed messaging, go-to-market strategies, content, and influencer campaigns to drive growth.
- Successfully led the implementation of a website redesign across 13 domains, achieving KPIs for traffic and engagement.
- Company spokesperson and industry luminary, promoting brand awareness and demonstrating passion for the fintech and Web3 industry.

### ● MARKETING MANAGER

Aug 2019 – Jan 2021 | Parafina | 4904

- Successfully built and executed cross-functional marketing programs that drove business growth
- Procured and negotiated mutually beneficial partnership deals that boosted revenue and brand recognition
- Demonstrated expertise in e-commerce and digital marketing, utilizing strategies to increase online traffic, customer engagement, and sales performance

### ● CMS MANAGER | WEB DESIGNER

Sep 2015 – Jan 2019 | Freelancing

- As a web designer, I have created visually stunning and intuitive designs that effectively communicate clients' brands and values.
- Expertise in CMS platforms and content management best practices, I have streamlined workflows and improved website performance

## E V E N T S

Media Partner

**Web Summit 2022**

Lisbon

Media Partner

**Staking Summit 2022**

Lisbon

Media Partner

**Solana BreakPoint 2022**

Lisbon

Speaker

**GeckoCon 2022**

Online

## L A N G U A G E S

- Portuguese
- English
- Spanish

## I N T E R E S T S



Philosophy



Travel



Web3



Scuba Diving