

Manu Puyuelo

👤 Fullstack Developer | 🎓 Alumni of emlyon business school
✈️ Graduated from La Capsule in JS, HTML, CSS, React, React Native
👜 7 years of Product experiences @Vizzit, @Green-Acres, @Reckitt, @L'Oréal

**After 7 years in marketing and digital products,
I am seeking a position as a Frontend or Fullstack JS Developer.**

Experiences

November 2022 – Aujourd'hui

LA CAPSULE & OURSON.app – Fullstack Developer

Development of projects in JavaScript, HTML, CSS, React, React Native, NoSQL at La Capsule.
Co-founder of Ourson, the app for child development, focused on nutrition, sleep tracking, and activities.

- Development of **20 projects**, including 5 web apps and 3 mobile apps, during the bootcamp
➡ Projects available on my portfolio manupuyuelo.com
- **UI/UX design, frontweb and app development** for Ourson, including both **back and front**
➡ Ourson available on ourson.app

September 2020 – August 2022

VIZZIT - COO, Product & Marketing – Paris

Website, iOS & Android app: First search service that gathers all real estate listings for free and in real time, even those not available on any other platform.

- Brand creation, positioning, **product vision**, and **MVP production**
- Recruitment of **20 talents**, HR/administrative management, structuring of tech and sales teams
- Creation and implementation of an acquisition strategy resulting in **+100K users in 3 months** and **+1000 warm prospects**

September 2018 – September 2020

GREEN-ACRES – Chief Marketing Officer – Paris

Website, iOS & Android app: Leading real estate portal for second homes in Europe. 3 million unique visitors per month, from 8 major countries and available in 10 languages.

- Management of a digital acquisition budget of **1.5 million€ annually** and achieved a **+10% margin gain**
- Implemented a growth hacking process resulting in **+1,500 free trials**

August 2016 – September 2018

RECKITT – Chef de Produit Senior, Innovation & Equity – Paris

Multinational consumer goods company with approximately 500 employees in France, featuring well-known brands such as Veet, Durex, Vanish, Calgon, Airwick, as well as Saint Marc and Cillit Bang, where I held positions.

- Repositioned the Cillit Bang brand through a **complete redesign of the product packaging** range and the creation of **2 TV campaigns**, resulting in a **30% increase in hypermarket rotations**.
- Managed the brand's P&L, relationships with manufacturing facilities, and a **media budget of 2 million€**

Education

2016

emlyon business school
Master of Science in Management
Programme Grande École

3 years of Marketing, Consulting, Finance, Entrepreneurship and Strategic Management

Exchange : **6 months** on Shanghai campus

Internship : **2 x 6 months** at L'Oréal and Reckitt

2023

La Capsule
Certification RNCP34926
Web & Mobile Application Developer

Bootcamp - 10 weeks – 400 hours
JavaScript, HTML, CSS, React, React Native, NoSQL

Developed **20 projects** including **5 web apps** and **3 mobile apps**



Contact

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manupuyuelo.com

Langues

Français : native language

Anglais : bilingual

Espagnol : proficient

Compétences

Hard Skills

JavaScript
React
React Native
Expo
HTML
CSS
Redux
Node.js
Express
NoSQL
SQL
Agile Methodology
Project Management
Strategic Marketing
Communication, Branding, Content
AARRR framework ((with Growth Hacking)

Soft Skills

Dedication and vision
Problem solving
Teamwork
Public Speaking
Creativity
Proactivity