

Frontend Developer

Frontend Developer with a background in Digital Marketing. Experience launching digital platforms, managing advertising campaigns and partnering with product and development teams. Studied web development at Ironhack to pursue a position that creates the technological solutions and defines the digital environment of the company.

PROJECTS

Coop - SSR Web Application

Coop was born to connect people and non-profits.

- Server: Node.js with Express framework
- Database: MongoDB with Mongoose library
- External API's: Mapbox, Algolia, Stripe

El Mercado - MERN Application

Ecommerce: national food market for local suppliers

- React SPA using React Hooks
- REST API with JWT authentication
- SASS as a CSS preprocessor

EXPERIENCE

Vodafone

Project Owner

2021 - act.

- Responsible of V-Hub, a digital guidance platform for SME.
- Definition of the strategy for the Spanish market, implementation and analysis.

Specialist Digital Brand & Marketing

2017 - 2019

- Management of digital advertising campaigns end to end.
- Point of contact between creative and media agencies and internal departments.
- Performance: increased engagement by 40% and 15% customer conversion rate.

Wouzee

2015 - 2016

Content Marketing Assistant

- Launch of the product Wouzee (first social app for live videos in the Spanish market).
- Performance: 3M views and 78% VTR.

EDUCATION

Ironhack, Madrid

2020 - 2021

MERN Stack Bootcamp

Ranked at the top of the class - Hackshow speaker

University of California (UCR)

2016 - 2017

Postgraduate - Bussiness Program

Final project: Digital startup reach - 96%

Centro Universitario Villanueva, Madrid

2012 - 2016

Double degree: Advertising and PR + International Business Management

Final project: Branding with Transmedia Storytelling - 9.5/10

TECHNOLOGIES

Javascript (ES6) - React - Express - Node - HTML - CSS - MongoDB

LANGUAGES

Spanish: Native - English: Complete professional competence (C2)

INITIATIVES

RFM - Fundraising for cancer research (HMHospitals and AECC).
Branded Content Marketing Association (BCMA) - Board of Creation and Innovation.
Digital newspaper (CUV3) - Editor and publisher.