

MARCEL KALVERAM

I build and improve digital products.

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📍 Valencia, Spain



ABOUT ME

I am an engineer at heart with 15+ years of experience building web & mobile apps, always putting the user at the centre of my work. I have built and led small engineering teams in various technical leadership roles, from early-stage startups to pre-IPO businesses.

I work remotely from Valencia, Spain. I speak German (native), English, and Spanish (both fluent). I'm a father of two kids (2 and 6). In my free time, I like to read, listen to podcasts, do sports, travel, and enjoy good food and music.

PROFESSIONAL EXPERIENCE

03/2021 - 04/2024	• Lead Engineer and Product Owner MVPR AI-enabled PR automation platform <ul style="list-style-type: none">Developed the first version of the MVPR web app and its core features, using Firebase and Tailwind UI to create a functional prototypeHired and managed a team of three developers and defined product and engineering processesHelped the company find problem/solution fit and raise a 0.5M seed round after a year
10/2019 - 02/2021	• Lead Engineer Hanno Digital Health Product House <ul style="list-style-type: none">Built and shipped two mobile apps (a cancer diary and a wound care guide) in React NativeImplemented extensive unit and e2e testing to comply with strict regulations and quality standards
03/2018 - 09/2019	• React Native Freelancer Various clients <ul style="list-style-type: none">Helped companies build native iOS/Android app in React Native, integrating reliable CI/CD pipelines and establishing unit and e2e testing best practicesShipped three React Native apps to the iOS/Android app stores
09/2014 - 02/2018	• Lead Developer Hanno Digital Product Agency <ul style="list-style-type: none">Worked as part of a remote team of designers, developers and strategists for a wide range of startup clients across Europe and the USHelped teams ideate on and validate product ideas using the Lean Approach and Rapid PrototypingBuilt 20+ web and mobile apps using AngularJS, React and React Native on the front end, using light server-less solutions like DatoCMS and Contentful on the back end
09/2011 - 08/2014	• Chief Technology Officer JUNGMUT GmbH & Co. KG Marketing Agency <ul style="list-style-type: none">Planned, implemented and shipped 30+ marketing sites, web apps and Facebook campaignsHired and managed external freelancers, taking responsibility for the quality of their workEstablished and matured the company's engineering processes
03/2010 - 08/2011	• Lead Web Developer Delusha.com Custom Jewellery eCommerce <ul style="list-style-type: none">Designed, developed, and shipped an eCommerce shop from scratch using CakePHPSet up the back-office and user management interface, leveraging Cake's scaffolding capabilities
01/2008 - 02/2010	• Freelance Web Developer Various clients and agencies <ul style="list-style-type: none">Implemented 15+ websites and web apps in HTML, CSS and JavaScriptIntegrated Content Management Systems like WordPress, Joomla and Typo3

EDUCATION

2009 - 2010

Valencia, Spain

- Scholarship, Computer Science

Universidad Politécnica de Valencia

- Certified at Spanish level B1
- Specialised courses on IT security, Project Management, and Software Design Patterns

2007 - 2010

Düsseldorf, Germany

- Bachelor of Science (part 2), Media & Applied Information Technology

University of Applied Sciences

- Analysis and implementation of complex web and mobile applications in multiple projects
- Specialised courses in Computer Graphics, Databases, Mobile Networks, Marketing and Design

2006 - 2007

Emden, Germany

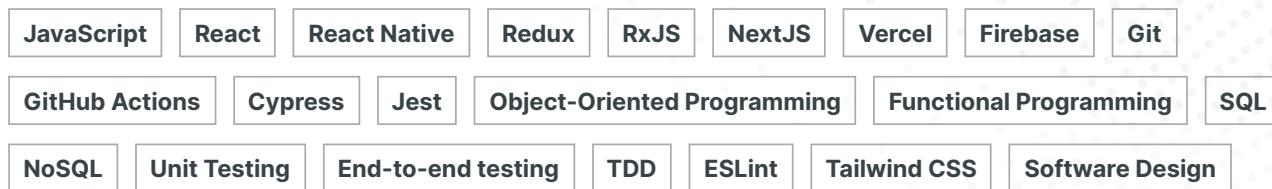
- Bachelor of Science (part 1), Media Informatics

Polytechnic University of Emden/Leer

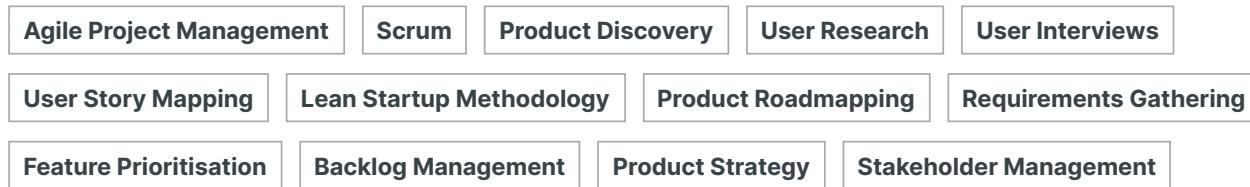
- Foundations in Mathematics, Physics, and Computing Theory
- Introduction to Operating Systems, Databases and Computer Networking

SKILLS

Engineering



Product



Leadership



ACHIEVEMENTS



Competent Communicator Award

I completed ten speech projects from the Toastmasters Competent Communicator Manual.



The Book Project

I built and marketed a platform for creating a fiction novel written and curated by the online community.

VOLUNTEERING

Valencia City Host

Creative Mornings

01/2015 - 12/2016

For two consecutive years, I organised Creative Mornings Valencia, a monthly breakfast event that unites each city's creative community for an inspiring talk on an innovative topic.

VC Public Relations

Toastmasters Valencia

09/2014 - 08/2016

As the public relations officer, I was responsible for generating awareness for the Toastmasters Club in Valencia and attracting new members. The job involved promoting club or district activities through effective communication in all relevant social media channels.