FERNANDO MARTINEZ

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Education	**JOHNSON CORNELL TECH MBA**

Master of Business Administration, May 2017   **New York, NY**
Selected courses: Product Management, Data Products, Human Computer Interaction, Digital Marketing

METROPOLITAN UNIVERSITY

B.S. Computer Systems Engineering, February 2012   **Caracas, Venezuela**
Selected courses: TCP/IP Networks, OOP, MySQL, Operating Systems, Computer Architecture, Data Structure

Cisco Networks Design - Perfect score in graduation project: Interconnected all of the company's branches across different countries into the same VPN using Fortinet and Cisco equipment

Projects   •   eBay's recommendation system   **New York, NY**

Improved the recommendation system for cold-start users in eBay's homepage by building
an algorithm that pulls current trends from Google Trends, Twitter and Buzzfeed, and considers users' location
and then searches for related items in eBay
Performed three different tests on over 200 participants using Amazon Mechanical Turk, comparing
eBay's vs our new algorithm selected items and proved superior results over eBay's current method

          •   Qbehub.com

Singlehandedly developed a social network specializing in personality endorsements, (e.g. honesty, loyal) - Users
can see newsfeeds, comment and search based on traits

Tech Skills   Cisco CCNA & CCNP, Ruby on Rails, MySQL, HTML, CSS, JavaScript, AWS – EC2

Experience   **UGANDI.COM**
2013-2016   *Founder & Product Manager*   **Caracas, Venezuela**
During a hyperinflation crisis in Venezuela, this was the first centralized e-commerce platform for second-hand clothing
- Led the product design, development, and launch of a major e-commerce retail platform, achieving a break-even point at month four through a self-recruited team of ten employees across three offices
- Received partnership offers from major shopping malls leading to the launch of a physical store, directly increasing overall sales by +10%
- Articulated the product differentiation factors of the business during interviews with every major media channel, resulting in an increase of over 3,000 web daily visits and an Instagram user base growth of 20,000 followers in the 6 months following launch (Youtube: Fernando Martinez ugandi)

LINIO.COM – ROCKET INTERNET GMBH
2013-2013   *Business Intelligence Lead*   **Caracas, Venezuela**
Largest e-commerce platform in Latin America
- Defined the company's KPIs for multiple departments, including logistics, purchases, marketing, customer service, and consumer behavior
- Improved customer experience, leading to a reduction in the number of service calls by 30%
- Reduced average delivery times from 7 days to 2 days leading to an increase in NPS of 34%
- Selected by the company's director to travel to Colombia to represent the department in a regional meeting

PROTOKOL GIT – CISCO PARTNER
2011-2012   *Network Operations Engineer*   **Caracas, Venezuela**
- Obtained two out of the three main Cisco Network certifications (CCNA, CCNP)– These certifications allowed the company to become a Premier Partner and participate in bigger projects with better discounts
- Designed and implemented the CANTVs (National Telephone Company) IP Backbone project – the biggest network project in the country. Led implementation in Bolivar, a region with a population of 1.5 million
- Increased network bandwidth region wide by 300% (10GB to 40GB) during short maintenance windows

Personal   • Marathoner: Ran New York City and Chicago marathons (2008 and 2009) and Miami half
          marathon (2013 and 2014)