SEBASTIAN OCHOA ALVAREZ

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PROFESSIONAL SUMMARY

Adaptive Marketing Manager with 10+ years of experience leading high-performing teams and delivering data-driven marketing strategies across diverse industries, including e-commerce and digital education. Proven ability to build and optimize high-converting funnels, manage affiliate programs, and generate measurable business growth. Expert in HubSpot and other marketing automation tools.

KEY SKILLS

- **Marketing Automation & Analytics**: HubSpot, Segmetrics, Google Analytics, UTM tracking, A/B testing
- **Digital Marketing Strategies**: Multi-channel funnel optimization, lead nurturing, campaign planning, affiliate marketing, SEO, SEM
- **Team & Project Management**: Agile methodologies, remote team leadership, project planning, KPI setting and reporting
- **Website & Content Optimization**: Showit, WordPress, Webflow, landing page optimization, content strategy

PROFESSIONAL EXPERIENCE

Senior Project Manager   08/2021 - 07/2025

Globant, Medellin, Colombia

Globant is a digitally native company that offers innovative software development and consulting solutions for major global clients. A focus on AI and digital transformation is paramount.

- Led cross-functional teams in the development and launch of Royal Caribbean's guest app, resulting in a 15% increase in downloads and 10% higher user engagement.
- Managed project budget, scope, and timeline, ensuring on-time and within-budget delivery across multiple projects, exceeding client expectations.
- Implemented adaptive project roadmaps and PI Planning, improving Dick's Sporting Goods ecommerce platform efficiency by 40%, reducing support tickets by 25%.
- Successfully delivered AI-driven features (chatbots) for Royal Caribbean's guest app resulting in a 20% increase in customer satisfaction based on survey data.

Technical Project Manager   01/2020 - 07/2021

Mango Soft, Miami, FL

Mango-soft develops custom software solutions, specializing in big data, cloud services, and healthcare applications.

- Launched a successful affiliate program, increasing lead generation by 20% for healthcare SaaS products within the first six months.
- Led the development of a voice-to-text app for healthcare professionals, improving efficiency of medical record documentation by 15% based on internal team evaluations.
- Managed the migration of medical imaging data to AWS, ensuring seamless transition and improved data access for 100+ clinics with minimal disruption to service.

Technical Project Manager   01/2019 - 12/2019

TIPI, Medellin, Colombia

A software development company creating custom solutions for law enforcement and healthcare.

- Led the development and deployment of bodycam systems for the Colombian Police, managing a 3000+ unit rollout successfully, improving incident reporting efficiency by 20%.
- Oversaw the development of a nurse call system for hospitals, increasing response times by 10% leading to measurable improvements in patient care based on hospital internal reviews.

- Managed project scope, budget, and timeline to deliver healthcare solutions within tight regulatory constraints, achieving 100% compliance across all projects.

IT Project Manager   08/2012 - 12/2018
IT Big Boss Software House, Medellin, Colombia

IT Big Boss Software House provides SaaS solutions for small and medium-sized businesses in the retail and hospitality sectors.

- Successfully implemented a cloud-based POS system for 1000+ businesses across Latin America, boosting sales transactions by an average of 12%, based on collected client data.
- Managed the entire software development lifecycle, reducing development time for new features by 10% through streamlined processes, resulting in a quicker time-to-market.
- Managed integrations of various third-party systems, including payment processors, reducing error rates by 15% improving customer satisfaction with the POS system.

PROFESSIONAL DEVELOPMENT

Certified SAFe 6 Agilist   01/2025
Scaled Agile, Inc

Advanced Certified ScrumMaster (A-CSM)   08/2024
Scrum Alliance

Certified Scrum Product Owner (CSPO)   09/2023
Scrum Alliance

Certified ScrumMaster (CSM)   07/2022
Scrum Alliance

EDUCATION

Bachelor of Science (B.S.), Computer Engineering   12/2005
Politecnico Colombiano Jaime Isaza Cadavid, Medellin, Colombia

A highly-accredited Colombian institution distinguished by its robust technological and engineering focus, cultivating analytical and practical expertise in advanced computing and IT systems.

Graduate Certificate, Technology Management   12/2008
EAN University, Bogota, Colombia

A pioneering higher education institution focused on sustainable entrepreneurship, empowering professionals in strategic technology and innovation.