

# TOMAS UTRERAS

• Technical-Digital Project Manager •

## ABOUT ME

- An online advertising expert with over 8+ years of experience in digital project management, Full-stack web development, SEO, digital marketing, and data analysis.
- Experienced in leading development teams for web-based applications.
- Expert in Google Tag Manager, Google Search Console, Tableau.
- Expert in web development. HTM, CSS, JAVASCRIPT, BOOTSTRAP, AJAX, SQL, Google Analytics.

## EDUCATION

- 2020-2021 • University of Miami  
Full Stack Web Development Bootcamp
- 2018-2019 • Florida International University  
Master of Science in Marketing
- 2014-2016 • Master in Project Management  
Universidad de las Americas - Ecuador
- 2007-2019 • Bachelor in Administration  
Universidad de las Americas - Ecuador

## EXPERIENCE

### beIN SPORTS Media Group 2019 Technical Project Manager

- Led the delivery of a new OTT platform for the US (IOS-ANDROID-ROKU TV).
- Design and perform regression testing process in collaboration with commercial marketing finance and customer care teams.
- Support all analytical platform implementations (Google Tag Manager, Google Analytics 360 Suite, Adobe Analytics).
- Monitor project progress continuously and make detailed scheduled reports on measurable items, such as milestones and deliverables.
- Diagnose technical SEO issues and resolve including, but not limited to, canonicalization, pagination, 404 errors, 301/302 redirects, broken links, duplicate content, robot.txt file, URL structures, etc.

### Worldwide Cargo Logistics 2016 - 2019 Product Owner

- Take the lead of scrum teams as the Product Owner.
  - Plan and prioritize product feature backlog and development for the product.
- Lead the planning product release plans and set the expectation for delivery of new functionalities
- Managed all digital analytics platforms such as Google Analytics, Google Tag Manager, Google Ad Manager, Facebook Pixel.
  - Provide backlog management, iteration planning, and elaboration of the user stories.

### StarGroup 2013 - 2016 Digital Project Manager/Business Analyst

- Provide end-to-end project management.
  - Scope project requirements and prepare the budget.
- presence in different digital platforms such as Spotify, Waze, LinkedIn.
- Create process to manage mobile applications development
  - Managed offshore projects and tests teams using Agile Scrum
  - Planned, scheduled, tracked, and managed projects timelines and worked with internal teams to execute plans.

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## Cargo Logistics Group 2006 - 2013

Digital Project Manager

- Developed project processes such as estimates, plans, proposals, statements etc.
- Monitor and report on Google Analytics metrics
- Developed and implement new processes structures across different departments and used CRM platform.

Design and implement digital media campaigns according to business goalsCoordinate and manage the creation of all digital content such as website, blogs, press releases and podcasts, infographics, videos etc.

## SKILLS

FULL STACK WEB DEVELOPMENT	Agile Software Development	Facebook Pixel
CSS	SEM Rush	Youtube Analytics
HTML	Google Tag Manager	Twitter Analytics
AJAX	Shareablee - Adobe Analytics	Google Analytics
JAVASCRIPT - NODE JS	Google Ads	Microsoft office
MYSQL	Tableau, Power IB, Data Studio	Scrum Master Agile Methodology
SEQUELIZE	Confluence & Jira	Google Search Console
	SQL and Phytion	Sizmek

## CERTIFICATIONS

GOOGLE TAG MANAGER - Analytics Mania

SEO Video - LinkedIn Academy

SEO Keyword Strategy - LinkedIn Academy

SEO Local SEO - LinkedIn Academy

SEO Foundations - LinkedIn Academy

Google Tag Manager - Analytics Mania

Lean Six Sigma Green Belt Certification - Go Lean Six Sigma Lean

Six Sigma Yellow Belt Certification-Go Lean Six Sigma Scrum

Master Certification - Scrum Alliance

Facebook Blueprint Certification - Facebook Academy

Hootsuite Platform Certification- Hootsuite

Google Ads Fundamentals Certification - Google Academy

Google Ads Search Certification - Google Academy

Google Ads Video Certification - Google Academy

Google Advance Analytics Certification - Google Academy

Google Display Certification - Google Academy

Growth Driven Design Certification - HubSpot Academy

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