

Andrés Fuentes Calderón

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*With more than **9 years of experience in SaaS B2B & e-commerce companies**, during this time, I have designed interfaces, developed websites, done marketing things (**SEO, SEM, inbound content...**) and supported sales teams and C-Level executives in many different scenarios. I identify myself as a **multidisciplinary player** with a high capacity for solving complex problems, to learning new things every day, able to handle tasks in an agile environment and with an attitude of continuous self-demanding in the pursuit of permanent growth.*

Work Experience

Product Manager & Head of Marketing

2019 - present

Viafirma

Viafirma is a SaaS B2B with more than 1300 clients over 15 countries. I'm obsessed with analytics, to keep improving the conversion rate and with capturing qualified leads.

Some achievements:

- Enhanced NPS score by 40% through a complete redesign of the user interface.
- Successfully resolved over 90% of customer concerns and identified 10+ areas for improvement resulting in a 20% increase in customer satisfaction.
- Successfully increased website traffic by 300% from 10k to 40k.
- Achieved a 1000% increase in monthly leads, growing from 10 to 100 leads per month.
- Improved lead quality from 20% to 90% through strategic marketing initiatives.
- Authored technical documentation and tutorials for Viafirma's functionalities and APIs.

Frontend Developer & Product Marketing Specialist

2017 - 2019

Viafirma

- Evolved into the role of a web developer over time, taking on increasing responsibilities and mastering new skills.
- Successfully led the migration of a website from Drupal to Wordpress and expanded technical knowledge through exploration of React JS.
- Collaborated with the marketing team and assumed a leadership role, overseeing a group of individuals.

UI/UX Product Designer

2014 - 2017

Viavansi & Viafirma

- Proficient in UI and UX design with a focus on user-centered design principles.

- Aesthetic sensibility and ability to create visually appealing designs that effectively communicate information.
- Continuously updating knowledge and skills to keep up with emerging design trends and technologies.
- Worked for clients like: Cepsa, Heineken, Real Madrid, Barclaycard and others.

Frontend Developer

2013 - 2022

Freelance

I have worked on multiple projects as a freelancer.

- Experienced in developing e-commerce websites of various types using platforms such as PrestaShop and Shopify.
- Proficient in developing websites for various industries, including hotels, real estate and portfolio websites using WordPress.
- Custom projects to meet unique business needs and requirements using Java.

Education

- Master in Digital Marketing for Businesses (2020-2021)
University of Nebrija
- Certificate of Higher Education in Web Application Development (2015-2018)
- Certificate of Higher Education in Multi-platform Applications Development (2016-2019)
IES Aguadulce · Almería
- Graduate in Audiovisual Communication (2009-2014)
University of Seville

Skills & Other

- Native Spanish & Fluent English.
- Software I work with:
 - **Product.** GitHub Projects, Jira, Redmine, Trello, GitBook, Amplitude, Hotjar, Microsoft Clarity.
 - **Marketing.** GA 4, Looker Studio, Google Optimize, Tag Manager, Search Console, Ads, SEMrush, Screaming Frog.
 - **Development.** HTML, CSS, Javascript, ReactJS, PHP, SQL, GitHub, Postman, WordPress, Prestashop.
 - **Design.** Adobe Suite, Figma, Canva, Zeplin.
- Developed Viafirma's official apps:
 - Zapier
 - Microsoft Power Platform
 - Google Workspace Addon