

Manuel Alarcón Cano

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RELEVANT EXPERIENCE

Adludio UK, Remote – Head of Delivery (Contract)

JULY 2020 - PRESENT

- Extended their Development window from 9 to 20 hours by hiring developers in 5 different time zones.
- Reduced the amount of projects being worked on at once, whilst increasing the amount of story points per sprint to boost collaboration and increase production speeds.
- Introduced prototyping in order to further reduce the time between ideation and delivery.
- Moved away from Kanban, implementing Scrum methodology on the delivery team. Increased Velocity to an average of 92%.
- My team is currently composed of 1 Project Assistant, 2 Product owners, 2 designers and 10 Developers.

Audax Digital, Madrid – Founder & Director

JANUARY 2020 - PRESENT

- We specialise in SMEs and startups, helping companies build and grow their digital presence.
- Helped the biggest Hi-Fi Audio retailer in Australia launch their new digital strategy in New Zealand.
- Restructured the entire Delivery Team at Adludio UK and integrated new development processes.
- I am also a Mentor at Demium Madrid, where I help and coach startups during their initial steps.
- We currently have development hubs in Ukraine, Bulgaria and India, and designers in London and Amsterdam.

Vitamin Amsterdam, Amsterdam – Co-Founder & Managing Director

APRIL 2019 - DECEMBER 2019

- I was tasked with setting up and running Vitamin Amsterdam, the mainland-Europe branch of the Multivitamin Group, based in London.
- Built a one-stop-shop for SMEs and startups for their branding and digital presence. We specialised in eCommerce and template-based websites.
- Although the Multivitamin Group provided their portfolio and brand support, there was no economic backing. I signed-on several clients before moving to Amsterdam, making the business self-sufficient from day 1.
- Partnered with several incubators in the Netherlands to build the brand and create a customer base.
- Worked with a variety of clients, predominantly in the fashion and food industries.

Little Vitamin, London – Digital Project Manager

NOVEMBER 2017 - JUNE 2019

- Managed an average of 25 clients at any given time, averaging 95% satisfaction rate.
 - Constantly analysed and iterated internal processes to increase optimisation.
 - Introduced Project Management tools to boost team synergy (they were not using any before).
 - Shared sales responsibilities with the MD, achieving a 35% conversion rate with an average of £6,000 per project.
 - Wrote and introduced an employee handbook, to boost company culture and ensure teamwork during a key period of growth.
 - Throughout the duration of the role, I acquired extensive knowledge in industry-related skills, including: Digital strategy, Agile methodologies, SCRUM, advanced CMS customisation, PHP, API integration, implementation of custom functionalities, eCommerce, etc.
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EDUCATION

Bath Spa University, United Kingdom – BA Business & Management

2013 - 2016

European School Alicante, Spain – European Baccalaureate Diploma

2002 - 2013

SKILLS AND INTERESTS

Languages

- Native **Spanish**
- Fluent in **English** and **French**
- Conversational **Italian**
- Basic **Dutch**

Skills

- Proficient with **HTML, CSS, JavaScript** and **Python**
- Proficient in Project Management tools (**Jira, Trello, Asana, YouTrack** and **Basecamp**)
- Proficient in Time-Tracking Software (**Toggl**)
- Proficient in Content Management Systems (CMS) and knowledge of advanced functions
- Proficient in Video Editing Software (**FCPX** and **Sony Vegas Pro**)
- Proficient with **Excel** (and other Microsoft Office tools)
- Proficient with **Adobe Photoshop**

Volunteering

- Built a website for *Tomamos Parte*, an association that supports children with Dravet syndrome
- Volunteered at Asoka (animal shelter)