

# Manuel Alarcón Cano

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## RELEVANT EXPERIENCE

### **Adludio UK, Remote** – Head of Web Development & Product Owner

JULY 2020 - PRESENT

- Delivered a SaaS platform capable of running automated end-to-end marketing campaigns with AI optimisation (LLM + ML tools), direct DSP integration, live reporting, AdUnit generation and reseller-ready
- I currently manage a dedicated Agile team (1 Project Assistant, 2 Product Owners, 2 Designers and 10 Developers) spread across 5 different countries
- Define and continuously review all internal processes to boost productivity, engagement and delivery pace, including: Peer review of PRs, prototyping, preview links for QA without having to merge into main, etc.
- Personally responsible for recruiting and interviewing everyone in my team, maintaining a consistent team culture and atmosphere to boost communication, collaboration and creativity
- Organise quarterly hackathons so the team can work on things they are passionate about, and take those learnings back to everyday operations (we shifted from TypeScript to Go thanks to this)
- Running the Development team whilst being a Product Owner has allowed me to define elements of the platform and ensuring they came to fruition

### **Audax Digital, Madrid** – Founder & Director

JANUARY 2020 - JANUARY 2023

- Opened Audax after leaving Vitamin Amsterdam, designing a new offering for SEMs and startups that needed to create or improve their digital presence
- Designed and built a new online platform for the biggest Hi-Fi Audio retailer in Australia, and helped them with the opening of a new branch in New Zealand
- Successfully launched over 70 digital solutions so far
- Ideated a pay as you go solution for businesses that required a professional website but could not afford it outright, offering it as a subscription
- I continue to volunteer as a mentor at Demium Madrid, where I coach and guide startups during their initial steps

### **Vitamin Amsterdam, Amsterdam** – Co-Founder & Managing Director

APRIL 2019 - DECEMBER 2019

- I set up and ran Vitamin Amsterdam, the mainland-Europe branch of the Multivitamin Group, based in London
- Implemented a one-stop-shop for SMEs and startups for their branding and digital presence, specialised in eCommerce and template-based websites
- The main branch of the business (Multivitamin Group) provided portfolio and brand support, but there was no economic backing. I signed enough clients before making the move to ensure the business was self-sufficient from day 1
- Partnered with several incubators in the Netherlands to build the brand and create a customer base

## Little Vitamin, London – Senior Project Manager

NOVEMBER 2017 - JUNE 2019

- Managed an average of 25 clients at any given time, averaging 95% on-time delivery
  - 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 – BS Business & Management

2013 - 2016

### European School Alicante, Spain – European Baccalaureate Diploma

2002 - 2013

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## SKILLS AND INTERESTS

### Languages

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

### Skills

- Development: **HTML, CSS, JavaScript, React, and Python**
- Project management tools: **Jira, Trello, Asana, YouTrack, Basecamp, Monday, Toggl, Notion**
- Hosting solutions: **AWS, cPanel** (GoDaddy, 123Reg, etc.)
- Content Management Systems (CMS): **Strapi, Wordpress, Contentful, Shopify**
- Design Software: **Figma, Adobe Illustrator, Miro, Excalidraw, Canva**
- Media Editing Software: **FCPX, Sony Vegas Pro, Adobe Photoshop, SketchUp**
- Others: **Excel** (and other Microsoft Office tools)

### Volunteering

- Donated a website to *Tomamos Parte*, an association that supports children with Dravet syndrome
- I collaborate regularly with Demium Madrid as a mentor for startups in their incubator program
- Volunteered at Asoka (animal shelter) and adopted twice from them