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EXPERIENCE

Demalia   Barcelona, Spain

IT Deliverability Project Manager   2020 – Current

- Manage the development team through sprints and coaching to reach objectives and projects on time, through daily and weekly meetings to track the progress.
- Work to improve the content and performance through AMP emailing and keeping up with daily task for databases maintenance
- Work administrating Clients through portals as Pipedrive
- Develop and research new clients to increase the performance with the monetization team tracking the results on platforms such Hasoffers and Affise.
- Work in coding task in order to setup client's connections via API, or google Sheets
- Comply on landing pages creation with GDPR and SEO techniques to generate the best conversions in both Monetization and Affiliation

Harlem Next   Haarlem, Netherlands

Emailing Technician   2019 – 2020

- Deploy and maintain server clusters for transactional emailing.
- Update database SQL queries focused on users' retention and make daily check of the logs in the console for Deliverability issues.
- Work with Google analytics Data Studio to present weekly performance reports.
- Work with MailerQ and Kibana, to update strategy according to database metrics.
- Optimize the content focused on CTR, OR, engagement and revenue.
- Work with Hosting services to buy and setup IPs and DNS for the domains used in the send outs.

Media Adgo! SL   Barcelona, Spain

Marketing Deliverability Strategist   2018 – 2019

- Leader the deliverability team with updates and strategies for each ISP, Spam filtering, A/B testing, segmentation, and automatizations.
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The Roi House   Budapest, Hungary

ESP and Data Analyst   2016-2018

- Use and maintain the email sending platform setting up the best infrastructure.
- Onboard and monitor clients like Media Adgo and provide full deliverability coverage.
- Lead the automation processes over ESP matching the content to the right audience.
- Deploy new clusters and servers according to the best performance territory.
- Work with Feedback loops for every relevant ISP such Hotmail, Yahoo and Return Path
- Provide a deep Analysis and results based on SQL queries and Python developments in order to show a results progression and improvements.
- Separate databases utility for lead generation, monetization, and retargeting.
- Follow up compliance and good manners on emailing for GDPR, ICANN, and Spam filters by updating segmentation on daily basis to help clients on their performance

Natexo   Barcelona, Spain

Deliverability Manager   2014 – 2016

- Learn about database management and full collaboration with every team involved in email marketing, from the IT team to setup t and delegate the DNS to all the clientsand publishers.
- Clients onboard on Automation tool Emailing Ads, to give full deliverability and strategy coverage.

EDUCATION

Universitat Autónoma de Barcelona   Barcelona, Spain

Computers Engineering   2012

Half credits completed over the computers engineering degree, keep learning on my own after left the university.

IES La Serreta   Rubí, Barcelona, Spain

Technologic field High School   2010

Fields learnt as technological and social.

GENERAL

Using and creating panels in **JIRA** and documenting everything on **Confluenc**e, has been present on every job I've been.

In the past year I've been able to get hand on tools to improve my knowledge and performance in the company by working a bit with each tool I could, as for each team I could work as support by solving any technical problems.
I could help hands on Landings HTML, API connections, frontend tools as webflow, stripo, mailosaur that helped me understand and work better with the team.

KNOWLEDGE

Excel: Good level with formulas and macros and data analysis over CSV files, it's a task that I've had to carry on since the first time working in Natexo.

SQL, HTML, PHP, PYTHON: Possibility of creating simple scripts and queries and updating more complex queries for best database management.

Google scripts**,** postmaster tools, Google Analytics, Google search console and Data Studio:Good ability to read data and adapt to google tools, as these ones I've used already.

ESPs Experience: Mailchimp, MailXpertise, Ongage, EGoi, BeMail, DrSender, ExpertSender, CheetahMail

HTML, FTP, Microsoft Office: It's base knowledge to manage content and reports.

API REST connections between landing pages and clients.

Scrum techniques to follow up IT project based on time limits

https://gist.github.com/oncejose