



## Horacio Miroddi

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### Professional Experience

#### AU2M8 Marketing Agency

Remote

##### PROJECT MANAGER - Technical

2024 – Present

- End-to-end web development project management from initial discovery to go-live, coordinating timelines, budgets, and resources for multiple WordPress Divi5 projects.
- Coordination of hybrid teams (human developers and AI), optimizing workflows with tools like Claude AI to accelerate development and testing.
- Implementation of agile methodologies using Trello, Notion, and N8N to automate processes.
- Mobile application product management from conceptualization to technical implementation using Flutter, Java Spring Boot, and MySQL.

#### TORX Marketing Agency

Remote

##### PROJECT MANAGER - Digital Marketing

2021 – 2024

- Creation and execution of Digital Marketing strategies to promote 12 audiovisual digital products sold on proprietary e-commerce platforms.
- Team management (8 people) working on different projects simultaneously and remotely using Project Management technologies such as Coda, Jira, and Trello. Supervised promotional video clip creation, **increasing production rate by 60%** in 3 months. Process optimization and implementation of quality control systems for clip production and review.
- Increased flagship brand clip views from an average of 10,000 to over 300,000 weekly views per clip in one year through keyword research, positioning optimization, and thumbnail development using A/B testing and artificial intelligence.
- Doubled traffic generated across all brands by the end of my tenure at the company.

### Education

#### UNIRFP

Higher Degree in Web Application Development

2022 – 2024

#### Netmind - Bit Academy

Professional Certificate Level 3 - Web Technology Application Development

Barcelona, Spain

2019 – 2020

#### UOC

Bachelor's Degree in Business Administration

Barcelona, Spain

09/2018 – 07/2023

#### Colegio Villa Heroica

Technical High School Diploma

Caracas, Venezuela

2006

### **Skills & Interests**

- **Advanced English (B2 Certificate)**
- **Project Management Professional Certificate by Google**
- **Search Engine Optimization (SEO)**
- **Search Engine Marketing (SEM)**
- **Affiliate Marketing**
- **Marketing Funnels**
- **Brazilian Jiu-Jitsu Blue Belt**