Paulo de Sá

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WORK EXPERIENCE

KOBU Agency   **Feb. 2024 – Present**

Digital Product Manager   *Hybrid*

- Managing and delivering digital projects, overseeing project planning, budget, execution and delivery of high-quality digital products;
- Leading cross-functional team, including UI/UX designers, motion designers, web developers (both in-house and freelancers), copywriters, marketeers and SEO specialists, to deliver high-quality customised digital solutions for medium to large scale clients;
- Skilled in Conversion Rate Optimization (CRO), leveraging data analysis, A/B testing, and user journey improvements to boost engagement and drive measurable conversion growth.
- Actively participating in the company's business strategy, developing new business models and products to generate recurring income - Defined and executed a clear digital product strategy aligned with business goals, driving measurable growth and engagement.

Algardata S.A.   **Feb. 2022 – Feb. 2024**

Web Development Team Leader   *Hybrid*

- Leading the web development department while assuring effective and smooth operations, dealing with project management, problem solving and optimising services;
- Responsible for the web development department's devOps infrastructure, including hosting, DNS, mail servers and security
- Through strategic process optimization and team alignment, I successfully revitalised the department, reversing an initial deficit of 200% in development time and budget overruns. This transformation resulted in achieving project completions within 70% of the allocated paid time, safeguarding the department from potential termination, steering it into one of the most profitable PS departments by the end of 2023.

Algardata S.A.   **Mar. 2018 – Feb. 2022**

Web Developer   *Loulé, Portugal*

- Developing custom websites and web-apps in a B2B model, mostly powered by Wordpress, Joomla, HubSpot, Shopify and Salesforce, with great focus on scalability, user experience and easy content management.
- Developing tools and plugins for software such as Adobe XD, Wordpress and Google Chrome;
- Specialist in e-commerce development, I worked with ERP integrations with Primavera, Sage, SAP and Moloni, being responsible for several large scale client's database migrations and stock synchronisation.
- Our core stack included HTML5, CSS, SCSS, Handlebars, PHP, React and MySQL;

ETIC Algarve

ETIC Algarve   **Jan. 2022 – Sep. 2022**

Web Development Trainer   *Faro, Portugal*

- Training web development students on effective ways to develop in a work team and real life situations, focusing on agile methodologies, good practices and task management Skills;

Bloss Investments Algarve   **Aug. 2016 – Mar. 2018**

Sales and Communication Manager   *Quarteira, Portugal*

- *Led a team of commercial agents and built communication strategies based on business goals and data.*
- *Kickstarting the company's digital presence and focusing on digital advertising;*

Freelancer   **Aug. 2014 – Jul. 2016**

Web and Communication Designer   *Quarteira, Portugal*

- *Designing websites and mobile apps for clients and working alongside web developers;*

EDUCATION

ETIC Algarve   **Jun. 2018**

Associate's Degree in Web Development   *Faro, Portugal*

- Website development in HTML, CSS, PHP and Javascript - Both frontend and backend;
- GIT version Control;
- Development methodologies;

Universidade do Algarve   **Jun. 2014**

Licenciate Degree in Design of Communication   *Faro, Portugal*

- Personally focused my studies and specialisation towards digital products such as websites, mobile apps, software interfaces and social media content;
- Developed skills in graphic design, communication, photography and videography;

SKILLS & INTERESTS

- **Languages:** Portuguese (Native), English (Proficient C2) and Spanish (Elementary A2);
- **Skills:** Planning & Business Strategy; Product vision and definition; Project Management; Team leadership; Process Optimization; Web Development & DevOps; E-commerce specialist; Training and Mentorship; Communication & Marketing Strategy; Client Relations; Problem Solving; Proficient in macOS, Windows and Adobe software;
- **Hobbies and Interests:** Arts & Crafts (wood and leather artisan); Motorcycles; Weightlifting; Board Games; Developing pet-projects; Studying domotics and IoT; Reading; Spending time with my wife and my dog;