



IVAN SOSA

Full Stack Digital Marketer

Mobile:

(+57) 3187168227

(+1) 786 6993644

Email:

contact@ivansosa.com

Website:

www.ivansosa.com

LinkedIn:

<https://www.linkedin.com/in/ivansosaprieto/>

PROFILE

With 20+ years of experience on the tech industry, and working as an experienced team lead and product manager, I have a rare combination of technical background and marketing knowledge.

I have been managing teams and creating products on almost every role: Developer, Lead Developer, CTO, Business Development, **Project Manager, Product Owner**; and worked with dozens of entrepreneurs, brands like Samsung, Microsoft, Nokia, Bancolombia, TODO1, and agencies such as Leo Burnett, Wunderman, Y&R among many others, successfully delivering over 100 software projects of all kinds.

EXPERIENCE

PROJECT MANAGER

Mad Droids NFT Collection / Crypto Game (January 2022 - present)

- **In charge of the execution and delivery of the 10.000 variations of the NFT collection, managing the artists and development team.**
- Supervised the correct implementation of the Smart Contract for the collection.
- Managing the current development of the Augmented Reality Mad Droids game.

PRODUCT OWNER / PROJECT MANAGER

Scrummers LLC (September 2020 - December 2021)

- In charge of managing the software development team for one of the U.S. based clients of the company, using agile methodologies.
- **Coordinating with the stakeholders on the US and Poland the roadmap to build new features for their software platform.**
- Advise and optimize, with the company's senior management team the recruiting, training and retention efforts of software development personnel.

ASSOCIATE PARTNER

Pitaya Content (May 2019 - December 2020)

- Executed a plan to terminate non essential business units, focusing on SEO, leading to an increase of 25% on customer satisfaction and retention.
- Designed and implemented SOPs to automate process focused on increasing client's organic traffic and revenue.
- Increased omargamboa.com (company client) from 600 visitors/month to 21.000 visitors/month in 6 months.
- **Increased the company's website traffic by 70% in less than a year.**
- Increased starcontigo.com (company client) to 33.000 organic visitors.

DIVISION DIRECTOR

Rokk3r Labs (January 2016 - February 2019)

- In charge of acquiring and converting leads sent by HQ into customers for the SCALE (custom software development) division
- **Managed all clients and projects of the SCALE (custom software development) business unit, from selling the project to final delivery.**
- Responsible for the selection, hiring, training and on-boarding of all the in-house development team.
- Streamlined the company's efforts to maintain a steady pipeline of tested, vetted and ranked resources to build/scale production teams in a 2 week timeframe.

BUSINESS DEVELOPMENT MANAGER / CO-FOUNDER

Bakata Group (January 2012 - November 2015)

- Directly responsible for all company revenue.
- **Managed the business operations at the US office (Miami, FL), generating over \$600.000 in revenue on the 2nd year of operations.**
- Increased the number of American clients by 125% in 12 months.

CTO / CO-FOUNDER

HI Media Digital (November 2008 - December 2011)

- In charge of the whole internal operation of the company.
- **Led a 20+ production team (front and backend developers, mobile developers, UX/UI designers, QA engineers).**
- Successfully delivered over 50+ software projects (apps, websites, casual games among others).

PROJECT MANAGER

Wunderman (November 2005 - October 2008)

- Coordinated the internal Front-end Development team of 8 developers working with the creative area on several award winning campaigns.
- Led the recruiting efforts of the digital marketing division adding over 20 people to the team.
- In charge of coordinating the relationship between the client and the internal technical team at the agency.

FRONTEND DEVELOPER

Gaming Culture (July 2002 - October 2005)

- Coded over 20 web based casual games on ActionScript and JavaScript.
- In charge of organizing the local World Cyber Games Tournament (2.003 and 2.004).

EDUCATION

SYSTEMS ENGINEERING

Universidad de los Andes. Bogota, Colombia
1.997-2.000

AWARDS AND CERTIFICATIONS

- 2012 Blackberry Elite Developer
- 2010 Forum Nokia Champion
- 2008 Adobe Certified Professional

REFERENCES

PROFESSIONAL

Alberto Dominguez
(+57) 3007126846
alberto.dominguez@kinandcarta.com

PERSONAL

Juan Camilo Nates
(+57) 312 3060675
jnates8080@gmail.com