



P. Santiago Noguera Sanoja

+10 years of international experience in managing and leading digital projects across sectors such as e-commerce, web development, and corporate platforms. Expert in implementing strategic digital solutions that drive growth and digital transformation for companies. With a strong focus on user experience and platform optimization.

Contact

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Madrid, Spain

Education

2022

Agile Methodology and Scrum in Project Management
Endesa

2019

Ecommerce Management
Google

2012

Diploma in Web Project Management
Escuela Web

2012

Bachelor's Degree in Systems Engineering
Santa María University

Skills

- Project management
- Agile methodologies
- CMS management
- Adobe Experience Manager
- Digital marketing
- Negotiation
- Sales oriented
- HTML

Languages

Spanish - Native
English - C1

Work Experience

Senior Project Manager & Digital Solutions Consultant

Nov 2020 - Present

Endesa | Spain

- Led the deployment of major digital platforms, including Endesa's commercial e-commerce site and institutional sites for Spain and Portugal.
- Managed the creation and optimization of over 100 landing pages annually for B2B product campaigns, increasing conversion rates by 25%.
- Oversaw the synchronization of e-commerce catalog with CRM systems, enhancing data accuracy by 20% and maintaining seamless platform operation.
- Directed the development of 3 institutional sites while collaborating with multicultural teams in Spain, Portugal, and Italy. Ensured global standards and best practices were adhered to throughout the projects.
- Proficient in managing web content and performing basic technical adjustments using Adobe Experience Manager and HTML.

Senior Project Manager

Nov 2019 - Nov 2020

Darwin Social Noise | Spain

- Directed over 15 digital projects for major clients, including Endesa, Ron Diplomático, and Grupo Osborne, achieving a 90% client satisfaction rate and a notable increase in project efficiency.
- Accurately estimated project timelines and budgets, leading to a 10% reduction in development costs and ensuring projects were completed within the allocated time and budget.
- Managed communication with suppliers and conducted thorough QA for assigned projects, resulting in a 25% decrease in post-launch issues and enhanced project quality.

Product Manager

Feb 2018- Nov 2019

Ascenso | USA

- Developed and managed over 10 project plans, overseeing resource allocation and budget management, achieving a 15% reduction in project costs.
- Monitored and analyzed performance metrics, leading to a 30% improvement in platform user engagement and identifying key growth opportunities.
- Ensured the delivery of high-quality products with a 95% on-time delivery rate, through rigorous planning and continuous progress monitoring.

Various roles: Head of Web Project

Feb 2012- Feb 2018

Department | Senior Project Manager | Junior Web Project Manager

Analiticom Digital Agency | Venezuela

- Managed a team of 6+ developers, improving efficiency by 20% and ensuring 95% of projects were delivered on time.
- Oversaw 50+ web projects from requirements gathering to delivery, keeping costs within 5% of estimates and reducing post-launch errors by 25%.
- Created proposals and web structures that increased page load speed by 20% and improved user conversion rates.