

IBAI FERNÁNDEZ

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About Me


I am a multidisciplinary executive with over 15 years of experience in fields as diverse as marketing, communication, teaching, and web development, among others. My career encompasses practical and leadership roles in diverse cultural and geographical settings, where I've consistently contributed to successful team endeavors.


With a foundation in full-stack development, I specialize in front-end. Additionally, I am a prolific content creator with expertise in graphic and multimedia design, audiovisual production, photography, and copywriting.


I excel in blending technical and creative proficiency with a strategic business vision. Additionally, I am passionate about teaching and have spearheaded educational digitalization projects that have empowered over 6,000 individuals in eCommerce and Digital Marketing in Ecuador and Colombia.


With a proven ability to engage effectively with diverse audiences and build lasting relationships, my strong communication skills and proficiency in public relations complement my multifaceted background. Additionally, with a proven track record in sales and business development, I leverage my strategic mindset to identify opportunities and drive revenue growth.


Academic Training


Full-Stack Software Development, 4Geeks 
2022 - 2023 | Latin America


Design Thinking: Methodology for Success in Innovation,
Massachusetts Institute of Technology 
2019 - 2019 | Boston, MA, U.S.A.

Digital Marketing,
Universidad de Especialidades del Espíritu Santo 
2018 - 2018 | Guayaquil, Ecuador

Master's Degree - Training and Development for Teaching - Spanish Language and Literature, *University of Salamanca* 
2016 - 2017 | Salamanca, Spain


Media Production & Management,
Missouri State University 
2007 - 2008 | Springfield, MO, U.S.A.

Intercultural Communication,
De Haagse Hogeschool 
2005 - 2006 | The Hague, Netherlands

Audiovisual Communication,
University of Málaga 
2004 - 2010 | Málaga, Spain

Languages

Español nativo 

Chinese (Mandarin) 
HSK 1

Inglés (bilingüe) 

EFSET (2022): C2 Proficient · 85/100

Cambridge English (2016): C1 Proficient · 199/210

Professional Skills


Remote Collaboration • Client Relationship Management • Process Optimization

Project Management • Leadership • Content Creation • Teaching • Public Relations • Sales

Business Development

Professional Experience

Aug 2023 –
present
Remote, LatAm

LFi, Scrum Master & Web Developer 

Project Orchestration: Orchestrated collaborative projects with back-end engineers, ensuring seamless delivery of client solutions.

Leadership in Implementations: Led dynamic full-stack implementations, focusing on enhancing project success through effective planning and execution.

Cross-Functional Collaboration: Fostered cross-functional collaboration, facilitating seamless integration for optimal project efficiency.

Web Development & Design: Developed attractive and functional websites, including layouts for newsletters and mailings, to enhance user experience and effectively communicate with target audiences.

Multidisciplinary Collaboration: Collaborated with diverse teams to implement innovative solutions, leveraging expertise for project success.

2016 – 2023
LatAm

AGLAYA · Marketing & Digital Innovation, Ops Director 

Project Management: Managed over 30 clients and successfully delivered more than 30 projects.

Revenue Growth: Increased company revenue by 2500%.

Team Leadership: Led a team of 6 individuals.

Training: Provided training to over 5,000 individuals through both in-person and online sessions.

Operational Involvement: Actively participated in all project operations.

NIC.ec

Jul 2018 –
Jun 2019
Ecuador

Marketing & Comms Manager

Brand Enhancement: Elevated brand awareness, contributing to an increased Reputation (RP) value.

Training Leadership: Spearheaded the training of over 6,000 individuals through the successful implementation of a national digitization project, delivering 56 impactful lectures.

Client Attraction: Successfully attracted and engaged with over 600 clients, showcasing a proven ability to build and maintain client relationships.

E-commerce Website Production Management: Orchestrated the creation of 600+ eCommerce websites by efficiently managing an 11-person team, achieving this milestone in less than a year.

Jun 2016 –
Jun 2018
Ecuador

MKT & Comms Director

Team Building and Management: Hired and managed a creative team of 7 individuals, overseeing the creation of over 2,190 pieces of content.

Senior Executive Engagement: Prepared and delivered 70+ sales pitches for senior executives, resulting in the creation of 2,500+ new .ec domains.

Digital Channels Optimization: Increased lead generation through digital channels by 600% within the first year, implementing strategies to maximize online outreach and engagement.