FICTIONAL PROFILE | SAMPLE RÉSUMÉ

Martín Andrade

Digital strategy | Growth | Product management

PROFESSIONAL PROFILE

A business professional working across digital strategy, product management, and project delivery. I connect good ideas with plans teams can put into practice.

SAMPLE EXPERIENCE

Strategy and product consultant | 2023 - Present

Helping teams define their offer, priorities, and digital growth plans.

Growth and product management | 2020 - 2023

Coordinating digital initiatives, analysing data, and improving the user experience.

Business degree | 2013 - 2018

Studies focused on business, strategy, analysis, and project management.

AREAS OF EXPERTISE

Digital strategy · Product management · Project leadership

FICTIONAL PROJECTS

Luma: value proposition, user experience, and roadmap.
Nexo: brand narrative, key messages, and launch plan.