



Victoriano Madroñal

Computer Engineering, marketing lover



SKILL

Engineering & Marketing: I have been working in Geographics Information Systems projects for 8 years for large customers, Privates Companies, Government Public Companies and International Companies: Junta de Andalucía, Junta de Extremadura, Correos y Telégrafos, Generali Seguros, EON Distribución, Ecopetrol, Empresa Pública de Aguas de Quito, Ministerios de bienes nacionales de Chile and much more. At this time my interest has taken to learn and take other paths mainly in Internet projects. Launching several startups. In these projects I have had the opportunity to learn Online Marketing, SEM, SEO, Analytics and Social Marketing.



CONTACT ME



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HARD SKILLS

- JAVASCRIPT/JQUERY
- HTML5 / CSS3
- GRAPHIC DESIGN
- SOCIAL MARKETING
- SEM
- SEO

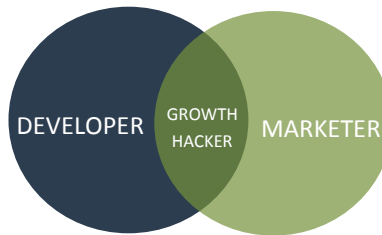


WORK EXPERIENCE

- **AYESA / Jan 2011 -.**
Geographic Information Systems Project Management. International Projects. (Top 10 software consulting company in Spain presence in 26 countries, with 3.000 skilled workers)
- **BOLABOO / Sep 2013 -**
CTO and Co-Founder. Fashion search engine with 350.000 product references.
- **SADIEL / Jun 2006 - Jan 2011**
Geographic Information Systems analysis and design (leadership in the New Technologies in Andalusia, Spain)
- **SOLTEL / Jun 2005 - Jun 2006**
Developer. Web portal development about video rental cashier, (Multinational presence in over 15 countries)
- **BITAKORA / Sep 2003 - Jun 2005**
Developer. Computer applications development about manage and administer companies.



SKILL



- PROJECT MANAGEMENT
- VISIÓN COMERCIAL
- MARKETING
- TECHNOLOGY



EDUCATION

- **MASTER IN SALES AND MARKETING MANAGEMENT / Oct 2013-Oct 2014**
ESIC Business & Marketing School. Best Marketing School in Spain.
- **EXECUTIVE MBA / Oct 2010-Oct 2011**
Cámara de Comercio de Sevilla. Special mention as one of the top three students.
- **COMPUTER ENGINEERING / Oct 2000-Oct 2003**
Universidad de Sevilla.
- **STARTUPS PROGRAM FOR SUCCESS / Apr 2015-Oct 2015**
Instituto de estudios Cajasol. Finances, legal, human resources, marketing, operations, lean startup, and management.



SOFT SKILLS

- LEADERSHIP
- MOTIVATION
- CREATIVITY
- ENGLISH



ONLINE MARKTING

- Google SEM/Display
- Facebook Ads
- Twitter Ads
- Google Analytics
- Test A/B
- eMail Marketing
- Viral Marketing
- Buffer, Hotjar, CRM Charlie, Crowdfire

MANAGEMENTS TOOLS

- Microsoft Project
- JIRA
- Enterprise Architect
- TestLink, Redmine, Mantis, SVN, Hudson, JUnit, MAVEN, Sonar.

SERVER

- Java
- C#
- PHP
- Visual Basic, Python, Spring, Hibernate, Ibatis, Codelgniter

CLIENT / MOBILE

- Javascript
- HTML5
- CSS3
- JQuery, AngulaJS, Dojo, Sencha, PhoneGAP

METHODOLOGY

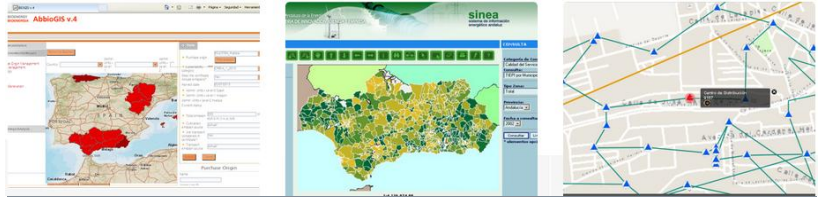
- Scrum
- Lean
- ITIL
- GTD, Kanban, Design Thinking, MADEJA

GIS

- ArcGIS Server / Desktop
- Geoserver
- SDE, PostGIS, Oracle Spatial, GDAL, GeoTools, Geonetwork, Geospatial Portal, GvSig, MapServer, MapFish

Design

- Photoshop
- Captivate
- Adobe Illustrator, Office, Power Point, Prezi, Canva



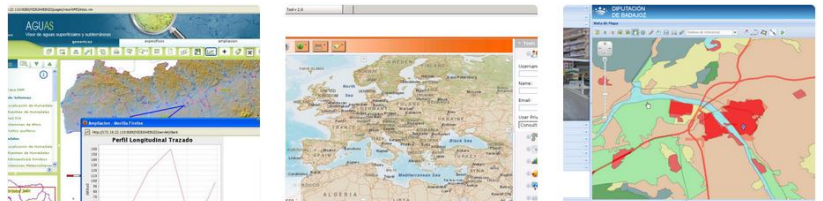
GIS-Energy

- Abengoa Bioenergía. Calculating emissions in production plants.
- SINEA. Agencia Andaluza de la Energía. Electrical supply quality service.
- EON. Network Inventory Management.
- Other Projects: Bicentenario, Ecopetrol, Endesa



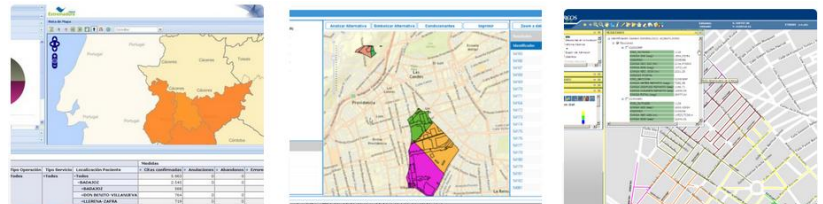
GIS-Water

- Aguas de Quito. GIS and SAP integration system.
- Emasesa. Web Portal to inform their customers.
- Confederación Hidrográfica del Segura. GIS viewer.
- Other Projects: EMASA, Aguas de Gijón



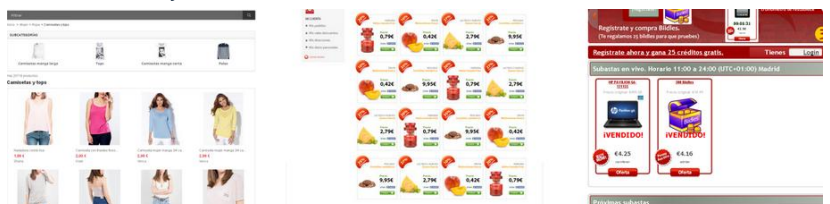
GIS-Land And Environment

- Videia, Consejería de Medio Ambiente. Water GIS Viewer.
- Mapas de Biodiversidad, Abengoa. Environmental control .
- IDE-SIGCBA, Diputación de Badajoz Spatial Data infrastructure.
- Other Projects: OTALEX, Cartociudad.



GIS-Business Intelligence And Logistics

- Portal Salud Junta de Extremadura. Geo Business Intelligence.
- Ministerio Bienes Nacionales de Chile. System for multi-criteria evaluation of residential projects.
- Correos y Telégrafos. Delivery routes calculation for Spain Postal Service.
- Other Projects: ISE Andalucía.



Start-ups launched

- Bolaboo. Fashion search engine with 350.000 products references.
- Other Start-ups: Cupondis, Lovedly, Eventun Experiencias, Biidle. More information: www.victorianomadronal.com