

Santiago Lobo

Web Designer and Product Manager


2+ years as a web designer and 1+ year as a product manager. I excel at web design, marketing strategies, data-driven funnels and content creation.

santiagolobov@gmail.com ✉

+49 170 8358919 📞

Berlin, Germany 📍

santiagolobo.com 🌐

linkedin.com/in/santiago-lobo-vw 

WORK EXPERIENCE

Web Designer & Marketing Product Manager Freelance

01/2020 - Present

Berlin, Germany

Achievements/Tasks

- In addition to web design and development, I help to strategize, design, and build scalable online marketing/SEO strategies for small businesses, e-commerce retailers, agencies, and startups that are focused on generating new leads and converting sales.
- My primary focus is on managing the entire design and development of client websites, social media pages, landing pages, and email marketing campaigns from conception through implementation.
- I have worked with over 15+ brands in the past year with successful implementation and metrics reach of the initial plan in 90% of them. You can learn more on my personal website: santiagolobo.com.

Marketing Strategist and Content Creator Madgicx LTD.

09/2018 - 11/2019

Vienna, Austria

Madgicx is an all-in-one advertising platform aimed at Google and Facebook ads optimization.

Achievements/Tasks

- Madgicx is a fast-paced marketing agency and software startup based in Vienna. Being the lead marketing position for the most part of a year, I took full responsibility for the web building, advertisement content creation and sales funnels strategy.
- With over 10 AI tools to manage ad-spend on Facebook, Madgicx's value propositions are wide. I focused my strategy on specific landing pages that solved unique clients' pain-points and merge these with Facebook Ads campaigns and data analytics for effective sales funnels.
- I directly contributed to the company's growth. We went from managing 5 millions euros of Facebook ad-spend to over 55 millions euros a month, across 800+ clients in Europe, North America and Australia during the year I worked with them.

Contact: Stephanie Kerscher - stephanie@madgicx.com

Founder and CEO Greentropia Okolsjki Inštitute

07/2017 - 09/2018

Ljubljana, Slovenia

GOI was a NGO schemed and founded through the Climate KIC accelerator to promote green technologies through educational content.

Achievements/Tasks

- I developed the business strategy of GOI to ensure alignment with all the milestones given by Climate KIC, an EU accelerator that provided us with seed-funding.
- My major tasks consisted in building and leading a team of inter-disciplinary researchers to create a library of content with worldwide reach to teach and promote green low-tech practices for a sustainable living.
- My biggest challenge was to enforce and adhere to legal EU NGO guidelines while also building trust relations with key partners and stakeholders provided by Climate KIC.

EDUCATION

B Sc. Business and Information Technology Laurea University of Applied Sciences

09/2019 - 04/2021

Helsinki, Finland

B Sc. Environmental and Resource Management Brandenburg University of Technology

09/2014 - 03/2017

Cottbus, Germany

LANGUAGES

English
Full Professional Proficiency

Spanish
Native or Bilingual Proficiency

SKILLS

Project Manager

Brand Strategy

Web Design

Web Building

WordPress CMS

Google Analytics

Figma

Adobe Photoshop

Adobe XD

Adobe Premiere Pro

Microsoft Office

Microsoft PowerPoint

Notion

ACHIEVEMENTS

Wolfpack Marathon Running WR (09/2018 - Present)

M family and I are pursuing the Guinness World Record (GWR) titled "largest family to complete the Abbott's world marathon majors". I'm co-founder, travel logistics manager and web designer for the project. To date, we completed 3 of the 6 marathons and now we got full sponsorship from Abbott themselves for the last 3. My Marathons: Santiago 2014, Amsterdam 2014, Vienna 2015, Berlin 2016, New York 2017 and Chicago 2018.

Award to Circular Economy (05/2017)

Invited to represent Germany in the Finnish Start-up Festival because of outstanding business strategy on CE. The award included festival tickets, transportation, and accommodation for a team of 4.

Funding by Climate KIC Slovenia (07/2017 - 09/2018)

Financial support in the amount of €15.000 in addition to expert coaching, workshops, mentoring, networking and access to Climate-KIC partners.

Scholarship Erasmus Mundus Mobility with Asia (08/2016 - 06/2017)

€10.000 scholarship for living and travel expenses granted due to outstanding mobility application on becoming the first EU undergraduate student in history to make an exchange program in the Laos PDR higher education

INTERESTS

Philanthropy

Marathon Running

Camping

Hiking

Trekking

Off-road Cycling

Creative Writing

Vlogging

Content Creation

Second-Brain Management