

## Contact

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(LinkedIn)  
neonized.net (Blog)

## Top Skills

Docker  
n8n  
Servidor Privado Virtual (VPS)

## Languages

Alemán  
Francés (Elementary)  
Catalán  
Inglés

## Publications

“Fomento del autoempleo  
mediante la creación de equipos  
experimentales de estudiantes  
universitarios de últimos cursos”

# Gonzalo Esteban

Customer Success / Project manager / Online Marketing  
Greater Barcelona Metropolitan Area

## Summary

My core focus is optimizing business processes and reducing operational costs through advanced automation pipelines and self-hosted infrastructure. I leverage AI-driven workflows and "vibe coding" for rapid prototyping, development, and advanced debugging. · Tech Ops & Automation: n8n, Airtable Ecosystem, Custom APIs, VPS, Docker, Traefik, Amazon SES. · AI & Dev Flow: AI-assisted coding (Vibe Coding), prompt engineering, rapid debugging. · Project Management: Agile (Scrum/Kanban), Jira, Cross-team communication. · Web Dev: WordPress (Headless & WooCommerce), JS, PHP, CSS, HTML

## Experience

### RamblaManagement

Technical Operations & Administration Specialist

April 2024 - Present (2 years 4 months)

Spain

Hybrid role driving business efficiency by combining full-stack web development, advanced workflow automation, and core financial administration for an artist management company.

Tech Ops, Automation & Infrastructure:

- Workflow Automation: Architected and deployed automated backend pipelines using n8n and Airtable APIs to eliminate manual tasks and streamline content programming.
- Infrastructure & Self-Hosting: Managed the installation and maintenance of secure self-hosted systems on a private VPS using Docker and Traefik as a reverse proxy.
- Cloud & Cost Reduction: Migrated email marketing systems to a custom Sendy + Amazon SES setup, eliminating reliance on expensive third-party SaaS platforms and generating significant monthly savings.

- E-Commerce & Frontend Development: Developed and maintained the complete WooCommerce store (rambladiscos.com), handled TPV integration, and designed headless web systems dynamically driven by database APIs.
- Automated Headless Webs: Developed a custom headless web architecture to automatically generate dynamic artist landing pages driven by Airtable database APIs.
- DNS & Infrastructure Management: Managed the technical administration of corporate domains, DNS routing, and business email server infrastructures.

#### Business Operations & Finance:

- Financial Administration: Oversaw end-to-end accounting processes, liquidity control, and treasury management.
- B2B Billing & Payroll: Managed corporate invoicing via B2B Router, handled complex contract budgeting, and processed payroll adjustments for both employees and artists.
- Stakeholder Relations: Maintained direct communication channels with providers, corporate clients, and external stakeholders.

#### Key Technical Achievements:

- Built custom CRM & artist catalog via Airtable, eliminating external dev costs.
- Cut SaaS overhead by migrating to self-hosted infra (Sentry/VPS).
- Accelerated development & debugging cycles using AI-driven workflows.

### Klever Software y Sistemas S.L

#### SEO / Online Marketing Manager

September 2022 - December 2023 (1 year 4 months)

Tarragona

Focused on end-to-end performance, optimization, and strategy for several eCommerce clients and internal company projects:

- Google Ads Campaign Management & Optimization.
- Google Analytics (GA4) monitoring, tracking configuration, and data interpretation.
- Email Marketing strategy, automation, and campaign planning.
- On-page SEO strategy and technical audits.
- Implementation of AI templates for automated product and category content creation.

- Technical Account Management & Post-Launch Optimization: Handled technical implementations, bug fixing, system stability, and proactive product maintenance after production launch.

#### Key Achievements & Learnings:

- Agile and fast reaction to critical system issues.
- Efficient management and retention of SMB clients.
- Resourceful problem solver, specialized in maximizing results with short budgets.
- Strategic business alignment for e-commerce growth.

Core Stack: GA4, Search Console, Google Ads, Ubersuggest, Acrelianews, Prestashop.

Key Projects: reinodejuguetes.com, compraetiquetas.com, milgrapas.es, decofiesta.eu

### Neonized

Director / Manager

May 2007 - July 2022 (15 years 3 months)

Greater Barcelona Metropolitan Area

In Neonized, as my own project I succeeded in managing a team up to 12 content writers, building a digital music label and being one of the most popular national (and international) sites in underground electronic music.

- Managing content, publishing dates, and social network activity
- Tech knowledge: Wordpress, CPANEL, CSS, HTML, SEO
- Achieving 6000+ Facebook followers / 3000+ twitter followers
- 50k Visits/month
- As a platform, managing events, assisting and managing artists (I got some of them to be part of festivals such as Primavera Sound and Sònar – Vallès, Mario Nieto, Skygaze)
- Communication with international labels, artists and Music festivals during the big festival era
- Press communication
- DJing in big clubs like Apolo or Razzmatazz
- Negotiation with Ad Agencies for promoting content (brands like Coca Cola, Burn, Volkswagen, Nokia, Ray-ban o Heineken).

#### Achievements/Learnings:

- People Management

- Content creation
- Social Media
- KPIs and Metrics analysis
- Communication
- Negotiation
- Event organization
- Wordpress customisation.

## Marfeel

3 years 3 months

Customer Success / Project manager

April 2018 - February 2021 (2 years 11 months)

Barcelona

Project management at the Customer Success Onboarding Team. I manage the entire onboarding/development process of new customers. My main responsibilities involve:

- Assisting publishers during their first steps with Marfeel: understand the main needs and how to best adapt and achieve them internally
- Manage expectations according to business goals
- Getting ahead of any possible difficulties that can arise during the development
- Lead cross-team communication between sales, developers and clients
- Agile methodologies + use of JIRA
- Task and backlog management
- Worldwide customers
- Currently Working on eastern Europe and Spanish Market

## JavaScript, HTML & CSS

December 2017 - April 2018 (5 months)

Barcelona

## KleverSoft

Online Marketing Specialist & Web Developer

December 2013 - June 2017 (3 years 7 months)

Greater Tarragona Area

Started as a Community Manager handling local marketing projects, but within weeks transitioned into full-stack WordPress development and managing the company's internal e-commerces built with Magento. Successfully hybridised both roles: Online Marketing + Web Development.

- Acquired deep CMS and e-commerce infrastructure tech knowledge (WordPress, Magento, PrestaShop)
- Developed custom code and backend logic using PHP
- Managed key e-commerce growth metrics, KPIs, cross-selling strategies, and conversion rate optimization.
- Executed clean CSS, HTML, and technical SEO strategies.
- Copywriting and content marketing for the corporate blog, product catalogs, and dedicated landing pages.
- Designed and launched targeted Email Marketing strategies and automation flows.

#### Key Achievements & Learnings:

- Time & resources management in fast-paced agency environments.
- Direct face-to-face client communication and expectation management.
- Strategic traffic analysis and direct B2B sales strategy execution

Core Stack: Google Ads, WordPress, Bootstrap, Magento, PrestaShop, Mailchimp, Sistrix, SEMrush, Google Analytics.

Key Projects: [gimnasticdetarragona.com](http://gimnasticdetarragona.com), [compraetiquetas.com](http://compraetiquetas.com), [kleversoft.com](http://kleversoft.com), [comprarbici.com](http://comprarbici.com)

#### Fundación ONCE / Grupo Fundosa

Formador para discapacitados

October 2011 - November 2011 (2 months)

Formador para curso de “Alfabetización Digital” impartido por Remoteteaching a través de FSC

INSERTA (Fundación ONCE) en Barcelona. Curso de iniciación al mundo de la informática e

Internet para grupo de 14 personas con discapacidades físicas en situación de desempleo.

#### Bros Group

Selección de Personal

April 2011 - May 2011 (2 months)

Eventualidad para proceso de selección de Repsol. Criba curricular, Entrevistas telefónicas, Elaboración de informes.  
(previamente periodo de 1 mes como becario)

## Acción Laboral

### Trainee

November 2010 - February 2011 (4 months)

Reus y alrededores, España

### TECNICO DE FORMACION

Soporte a los técnicos de formación así como al área de administración durante las prácticas

referentes al Posgrado en Gestión y Dirección de RRHH. Selección de candidatos para programas

de Inserción de Forma y Contrata. Tarea comercial con objetivos (planificación de cursos y

búsqueda de clientes y usuarios).

## Diari de Tarragona

### Colaborador de redacción

September 2005 - June 2010 (4 years 10 months)

Colaborador de Redacción. Redacción de crónicas de partidos de fútbol de categorías inferiores.

Responsable de una página en el Diario de los lunes.

## Universitat Rovira i Virgili

### Trainee

2005 - 2010 (5 years)

Diferentes departamentos: Becas de plan estratégico (OSD ETSE y FCEP),

Ayudante Imagen-Sonido (FCJ). Asistente al Congreso CIDUI como

integrante del Área de Psicología Social de la URV, presentando el proyecto

“Fomento del autoempleo mediante la creación de equipos experimentales de estudiantes universitarios de últimos cursos“

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## Education

## Universitat Rovira i Virgili

Master, Human Resources · (2010 - 2011)

## Universitat Rovira i Virgili

Licenciatura de Psicología · (2002 - 2010)