Nicolas De Almeida

Technical Project Manager | SaaS, AI & E-Commerce

Email: 2almeida.n@gmail.com | Remote | Open to full-time roles, freelance missions and agency retainers
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PROFILE

Technical Project Manager with 10+ years in digital, including 8 years leading web, SaaS, AI and e-commerce delivery for startups, agencies and enterprise clients. Delivered 350+ digital projects for clients worldwide, from requirements and PRDs through UX/UI, development, QA, UAT and release. Bilingual French/English, using AI tools and automation to speed up delivery.

EXPERIENCE

Technical Senior Project Manager / Product Manager

BuildMVPFast | Dec 2025 – Present

- Delivered 25+ SaaS, AI, web and mobile products end to end, from discovery and MVP scoping to launch and post-release support.
- Led cross-functional teams of 3 designers, 4 developers and 2 QA engineers using Agile/Scrum, delivering projects on time and within budget.
- Translated business requirements into PRDs, user stories, technical specifications and product roadmaps in Jira and Confluence.
- Prioritized backlogs, ran sprint planning and managed scope, risks and stakeholder expectations across multiple concurrent client projects.
- Oversaw QA, bug triage, UAT and release management for web and mobile applications.
- Coordinated integrations with AI services, payment gateways, authentication providers, cloud platforms and third-party APIs.
- Advised startup and enterprise clients on product strategy, technical feasibility and MVP planning, cutting average time-to-launch to 2–3 weeks.

Co-Founder & Head of Digital / E-Commerce

Parfums Najmi | 2023 – Present

- Build and optimize the brand's Shopify store; led a full rebrand of visual identity, UX and conversion flow.
- Run digital acquisition across Instagram, Meta Ads and Google Ads, achieving a consistent ROAS of 4x+.
- Grew the social media audience 3x through content strategy, influencer collaborations and community engagement.
- Drove retail expansion: coordinated product launches and onboarded 25+ retail partners, plus international partners.
- Manage photographers, videographers, influencers and agencies; oversee inventory across online and retail channels.

Senior Digital Project Manager & Web Implementation Lead

Cox Automotive | Mar 2020 – Dec 2024

- Managed end-to-end website implementations for 350+ automotive dealerships across North America, on time and on budget.
- Served as primary point of contact between clients, developers, designers and marketing teams through the full project lifecycle.
- Delivered sites to OEM brand guidelines (Ford, Toyota, Nissan, Hyundai) and configured inventory feeds, CRM, digital retailing, fintech and analytics integrations.
- Led QA and launch coordination; provided post-launch support, client training and ongoing optimization.
- Supervised and mentored a team of 8 Web Implementation Specialists, coordinating with 3 developers, 3 UX designers, 2 QA analysts and 6 marketing/SEO team members.

Project Manager & Web Implementation Specialist

Cox Automotive | Jun 2018 – Mar 2020

- Designed, built and launched hundreds of dealership websites for automotive groups across North America.
- Gathered client requirements and configured inventory feeds, CRM integrations and third-party tools.
- Performed QA and coordinated go-lives to quality, performance and usability standards.
- Optimized sites for UX/UI, lead generation and conversion.

Freelance Web Designer & E-Commerce Consultant (part-time)

Self-employed | 2020 – Present

- Designed and built conversion-focused websites for SMEs on Shopify, WordPress, Webflow, Wix and Framer, contributing to 30%+ traffic increases.
- Ran discovery with clients to scope requirements, then designed responsive UIs, user flows and prototypes in Figma.
- Delivered UX/UI audits and CRO consulting to improve user journeys, checkout flows and conversion rates.

- Planned and managed SEO, Meta Ads and Google Ads campaigns to grow traffic, leads and sales.
- Built and deployed sites and web apps with AI coding tools (Claude Code, Codex, Cursor), GitHub, Netlify and Vercel, including domain and DNS setup.
- Produced brand assets and marketing visuals with Adobe Creative Suite and AI tools for image, video and copy generation.
- Provided post-launch support, client training and ongoing site maintenance.

EARLIER CAREER

- **Used Car Assistant Manager**, Porsche Centre | 2018 – Ran digital and social campaigns and managed pre-owned inventory.
- **Marketing Coordinator & Stock Controller**, Dutton Garage | 2016 – 2018 – Led marketing for luxury car fleets and import logistics from Asia.
- **Pre-Owned Cars Administrator**, Porsche Centre | 2014 – 2016 – Managed online listings and photo production; contributed to a record month of 36 used vehicles sold.
- **Journalist**, La Dépêche du Midi | 2013 – 2014 – Wrote features and interviews; managed editorial calendars.

EDUCATION

- Master's Degree in Journalism & Communication, EJT | 2012 – 2014
- Bachelor's Degree in Information & Communication, EJT | 2009 – 2012

CERTIFICATIONS

- Certificate in UX/UI Design, Barcelona Code School | 2023
- Certificate in Coding (HTML & CSS), Barcelona Code School | 2023
- Certificate in AI Prompt Engineering & Generative AI, Barcelona Code School | 2023
- Certificate in Digital Marketing & E-Commerce, ESEI Business School | 2023

SKILLS

Project & Product Management: Technical Project Management, Product Management, Agile, Scrum, Kanban, SDLC, Discovery Workshops, MVP Scoping, Requirements Gathering, PRD Writing, User Stories, Product Roadmapping, Backlog Prioritization, Sprint Planning, Risk Management, Budget Management, Resource Planning, Vendor Management, Stakeholder Management, Cross-Functional Team Leadership, KPIs & Reporting, QA Testing, UAT, Release Management

Development & Deployment: Claude Code, OpenAI Codex, Cursor, Git, GitHub, Netlify, Vercel, Static Site Deployment, Domain & DNS Setup, HTML5, CSS3, REST APIs, Third-Party API & SaaS Integrations, Payment Gateways, Authentication Providers, CRM Integrations

Tools: Jira, Confluence, ClickUp, Asana, Trello, Notion, Miro, Slack, Google Workspace, Microsoft 365, Figma, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects

Platforms: Shopify, WordPress, Webflow, Wix, Magento, Framer, Google Analytics, Meta Business Suite

AI & Automation: ChatGPT, Claude, Claude Code, OpenAI Codex, Midjourney, Lovable, Bolt, Prompt Engineering, AI-Assisted Prototyping, AI Content Generation, Workflow Automation

Digital Marketing & E-Commerce: E-Commerce Strategy, Meta Ads, Google Ads, SEO, Conversion Rate Optimization, Social Media Strategy, Influencer Marketing, Content Strategy, Retail Partner Onboarding, Inventory Management, Branding & Visual Identity

LANGUAGES

French (Native) | English (Fluent, C1)