ANDRÉS AMADOR

Project Manager | Digital Operations & Team Coordination

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EXPERIENCE

Co-Founder / Operations & Project Lead

Betriax

📅 09/2020 - 07/2025   📍 Bogotá, Colombia

Oversee the execution of strategic and digital initiatives for platform implementation across multiple regions. Collaborate with stakeholders, manage cross-functional teams, and align objectives with company goals.

- Orchestrated communication frameworks and tools to streamline collaboration between creative, product management, and marketing teams, delivering quarterly B2B campaigns.
- Led strategic planning sessions with co-founders to define priorities and delivery timelines.
- Developed workflow enhancements and budget-tracking systems, cutting delivery times by 30% while maintaining project quality.
- Improved execution speed and alignment across teams, enabling faster iteration and delivery in high-impact marketing campaigns. and webinars.

Co-Founder / Operations & Project Lead

SetHunt

📅 11/2020 - 09/2025   📍 Bogotá, Colombia

Directed digital operations, team recruitment, digital design and marketing processes (web design, UX/UI design, communications, and content marketing), and project strategy to validate and grow the platform while enhancing service excellence.

- Assembled and guided a multidisciplinary team of 15, achieving consistent alignment with the company's strategic objectives and timely project delivery.
- Integrated automated workflows into product development and marketing efforts, saving 30% of execution time and boosting productivity.
- Spearheaded content creation efforts for marketing and sales materials, driving platform validation and client engagement.
- Supported strategic planning and execution for product, marketing, and operational initiatives.

Marketing & Creative Designer

AG WorkRoom

📅 01/2014 - 05/2018   📍 Bogotá, Colombia

Led inbound and content marketing initiatives to increase lead generation and improve brand positioning in diverse sectors. Directed design teams to deliver compelling brand assets across multiple platforms.

- Collaborated with multiple stakeholders, including producers and marketers, to align creative execution with project requirements.
- Managed timelines, and delivery expectations across parallel projects.
- Coordinated logistics and location management for audiovisual productions and events, ensuring alignment between creative, operational, and on-site teams.
- Gained hands-on experience working within structured deadlines, changing priorities, and cross-team collaboration.

EDUCATION

Industrial Design

Universidad de Palermo

📅 03/2008 - 04/2013   📍 Buenos Aires, Argentina

PROFESSIONAL PROFILE

Project & Operations Manager with hands-on experience building and organizing startup operations in fast-paced, ambiguous environments. Strong background coordinating cross-functional teams, structuring workflows, and driving execution where processes need to be built from scratch. Proven ability to manage complex operations through clear prioritization and structured communication. Experienced working remotely managing stakeholders, and supporting business growth, with a background in design and digital marketing that strengthens collaboration between creative, technical, and business teams.

KEY ACHIEVEMENTS

🎯 **Cross-Channel Execution Alignment**
Coordinated multi-channel initiatives by aligning creative, marketing, and operational efforts, improving consistency, delivery speed, and overall execution.

⚙️ **Workflow Optimization**
Automated internal processes, boosting team efficiency by 50% and significantly reducing delivery times.

🏆 **Improved deadlines**
Pioneered platform scoping methodologies and strategic timelines, ensuring a 90% milestone completion rate.

SKILLS

Project Management	Budget Tracking
Team Coordination	Creative Strategy
Process Automation	Graphic Design
Stakeholder Communication	
Operations & Workflow Optimization	

LANGUAGES

English
Proficient
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Spanish
Native
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