

Ramón de Moya

Delivery Manager

Teams, processes and digital platforms

I lead teams and coordinate the delivery of digital services, connecting business, client and technology.

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CAREER

2013– VASS · 2013 – PRESENT

From functional analyst to Delivery Manager

2024 – PRESENT Delivery Manager — ICEX

I lead the team of 15 people that maintains the ICEX portals on Adobe Experience Manager and coordinate service delivery, connecting the client's needs with the work of the people involved.

2023 Project Manager — Grupo Prisa, Telefónica and Colegio de Farmacéuticos de Madrid

Grupo Prisa corporate website, internal communication portals for Telefónica and one-off projects on the public portals of the Colegio de Farmacéuticos de Madrid; coordination of the teams involved and liaison between business and technology.

2020 Project Manager — MAPFRE

Three digital initiatives: canalHOGAR (Home content channel), DPVE (insurance product catalog platform) and Embajadores de MAPFRE (Plan Amigos referral program); multidisciplinary usability, SEO and development teams, budget and functional liaison between business and technical teams.

SINCE 2016 Digital Experience Project Manager

Scope, planning, resources, cost control, quality and risks in digital projects; monitoring, reporting, deviation detection and action plans; communication between management and teams and coordination of different suppliers. At MAPFRE, improvement of internal communication, invoicing and processes.

2013 – 2016 Functional Analyst — MAPFRE

Technical and economic feasibility, requirements, prototypes and SEO and usability improvements; involvement in budgets, planning, teams and KPI analysis, connecting business needs with digital solutions.

2017 YINPER · 2017 – 2020

CMO

Contribution to marketing strategy and product design, development of communication channels, SEO, and analysis of user behavior and of investment versus expected return.

2012 DNOVAE · 2012 – 2013

Marketing

Business consulting, analysis and management of online strategies, development of product features and usability improvements.

2011 TOP UNIFORMS · 2011 – 2012

Marketing assistant

Improvement of the website's design, usability and purchase process; SEO and social media strategies, brand and image management and communication.

2009 BODACLICK · 2009 – 2011

Marketing assistant

Marketing plans, SEO and SEM, online and offline media, events and logistics, market analysis and diversification initiatives. Collaboration with HR on internal marketing actions.

SKILLS

- 01

Teams and suppliers

Leadership of multidisciplinary teams of 6 to 15 people and coordination of teams from different suppliers.
Organization of resources and priorities to support the delivery of digital projects and services.
- 02

Delivery and projects

Planning, scope management, cost control, deliverables follow-up, quality and risk prevention. Identification of deviations and definition of action plans.
- 03

Processes and stakeholders

Communication between business, client and project teams. At MAPFRE, contribution to improving internal communication, invoicing and processes, as part of a track record of improving and stabilizing teams.
- 04

Business and digital experience

Functional analysis and technical and economic feasibility, product, prototyping, UX, SEO and analytics. Business education with an EMBA and a degree in Business Administration and Marketing at ESIC.
- 05

AI in my work

I use AI daily in specific cases: Copilot and ChatGPT for analysis, documentation and communication; Cursor to build web, iOS and Android apps and generate their backend; and AI agents to automate coordination, reporting and social media publishing. I also apply it to communication and sales strategy and to user behavior analysis, to launch tailored actions.

TOOLS

AI

JiraMicrosoft CopilotChatGPTCursor

AI agents

ADS

Google AdsFacebook Ads

ANALYTICS

Google AnalyticsTag ManagerData Studio

DynatraceHotjar

PROJECTS

Office 365Microsoft ProjectTrello

PRODUCT

SketchAdobe XDAxureAdobe Photoshop

CMS

WordPressLaminas frameworkSharePoint

SDL Tridion

ECOMMERCE

SAP HybrisPrestaShopMagento

MAILING

ActiveCampaignMailchimp

DEVELOPMENT

ReactSwiftKotlin

EDUCATION

ACADEMIC EDUCATION

ESIC · 2020-2022EMBA

ESIC · 2006-2011Business Administration and Marketing

CERTIFICATIONS

ADOBE · 2025-2027Adobe Certified Expert
AEM Sites Business Practitioner

SCRUMSTUDY · AUGUST 2025Scrum Fundamentals
Certified (SFC)

COURSES

REDBILITY · 2018Digital Product Design

GOOGLE · 2016Digital Analytics Fundamentals

GOOGLE · 2014Mobile App Analytics Fundamentals

GOOGLE · 2014Web search engine positioning

GOOGLE · 2014Marketing and sales course

BME · 2012Spanish stock market

LANGUAGES

Spanish
Native language

English
Professional use supporting teams and clients