

MARCO CAMMARATA

PRODUCT MANAGER WITH TECHNICAL BACKGROUND

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Location: Enna (Sicily) & Venice, Italy - Available for full remote and business travel

PROFESSIONAL PROFILE

8 years of experience in Software Engineering and a BSc in Economics and Management. I have worked on B2B and B2C web and mobile platform across various industries (B2B Logistics, Healthcare, Fitness, Legal, Personal Services), managing end-to-end development cycles and interfacing directly with stakeholders to define features, priorities and architecture. I currently aim for a role where I can combine my hands-on experience and tech skills with business thinking and ROI understanding to drive delivery and create measurable value.

PROFESSIONAL EXPERIENCE

Product Builder (2025) - Booking SaaS | Own Project, Freelance

- Designed the entire product around the real pain points of a service sector client, validating the needs and defining scope, priorities and roadmap.
- Led end-to-end delivery, from design to development through to deployment, ensuring a stable, GDPR compliant infrastructure, and near-zero downtime (live since Jan. 2025).
- Optimized UX and conversion flows through user behavior analysis, achieving over 8,000 confirmed bookings in the first year and an average engagement time of 3 minutes per session.

Full Stack Developer (2022 - Present) | Tech Dgit Easy S.r.l.

- Developed WordPress sites and mobile apps in the Healthtech sector, with regulatory compliance and data integrity and security specs (local encryption, anonymization, audit trail).
- Acted as bridge between C-level, marketing, clients, and the technical team in managing the lifecycle of web and mobile platforms.
- Managed the full stack of a B2B2C fitness platform (frontend, backend, and mobile) for the client YPT S.r.l., as well as update distribution, interfacing with clients and other stakeholders to define features, architecture and launch priorities.
- Standardized development practices, environment management, and data architectures, reducing technical debt and operational bottlenecks.

Mobile & Web Developer, UI/UX Designer (2018 - 2022) | Freelance for Visicom Web S.r.l. & PPK Innovation

- Designed and built the frontend of a high-traffic B2B platform in the wholesale tire distribution sector.
- Designed and built the frontend and WordPress site for a Legaltech platform for digital contracts with real time remote signature.
- Designed and built PWAs and E-commerce on IoT product projects.
- Developed and released cross-platform mobile apps, sites, and web apps for other clients.

EDUCATION & CERTIFICATIONS

- **Università degli Studi “Kore” di Enna**
 - BSc in Economics and Management (March 2026) - Grade: 106/110
 - Thesis: “AI and Global Value Chains in the Software Industry: localization strategies and redefinition of skills and tasks”
- **Product Management Certification** - Learnn
- **Google Analytics Certification** - Google
- **B2 First** - Cambridge English

SKILLS & STACK

- **Strategy & Methodologies:** Business-to-tech translation, Product Strategy, Product Discovery, Product Delivery, Backlog Prioritization (RICE/MoSCoW), Roadmap definition, Stakeholder Management, Cross-functional collaboration, Negotiation, User Stories & Acceptance Criteria, Jobs-to-be-Done (JTBD), Design Thinking, Agile, Scrum, Kanban, Data-driven Decision Making.
- **Tech Stack & Architecture:** Vue.js, React, Next.js, Node.js, Express, TypeScript, Flutter, PostgreSQL, MySQL, MariaDB, Docker, Apache, Nginx, API Design (REST, WebSocket, WebRTC), Third-party integrations (Stripe, SSO/OIDC, Jitsi/LiveKit and others), Microservices Architecture, Regulatory Compliance.
- **Tools:** Jira, Trello, Notion, Figma, Azure, MixPanel, Google Analytics, Google Tag Manager (GTM), Canva, Adobe CC, Git.
- **Languages:** Italian (Native), English (B2)