

Francisco Fernández

Senior Project Manager — E-commerce

Santiago, Chile · Venezuelan

[fran.md](#) · hi@fran.md · +56 9 4257 0347

Profile Summary

Senior Project Manager specializing in e-commerce, with 200+ projects delivered across Shopify, Webflow, and Klaviyo for brands like Apple, iShop, Lush, Power Plate, and Cleens. Known for leading teams that ship on time, building processes that scale, and bringing AI into day-to-day operations in a smart, responsible way — fewer manual handoffs, cleaner workflows, and systems that quietly do the boring parts on their own.

Professional Experience

Lantern Sol — Project Manager

September 2025 – Present · Cincinnati, Ohio, United States (Remote)

- Lead e-commerce projects end to end at a Shopify partner agency, from scoping and timelines through QA and launch.
- Direct developers and project assistants across concurrent client builds, keeping projects on time and on scope.
- Drive AI adoption across delivery — agentic workflows built on Claude Code, OpenClaw, Hermes Agent, and the Shopify AI Toolkit — cutting manual handoffs and speeding up development.
- Build internal tools and automations for all areas of the agency.
- Run project operations in ClickUp: workspace structure, dashboards, and automations that keep teams aligned.
- Own cybersecurity for the agency: Bitwarden implementation and phishing prevention.

Lobo Creaciones — Lead Project Manager → Operations Consultant

January 2024 – March 2026 · Las Condes, Santiago, Chile (Hybrid)

- Lead e-commerce projects for a Shopify Plus partner agency, directing developers and project assistants from kickoff to launch.
- Advise on operations as an external consultant: workflow design, tooling decisions, and process optimization across the team.
- Lead responsible AI adoption across agency operations — cleaner processes, fewer manual handoffs, and automation of repetitive delivery work.
- Implemented ClickUp, Typeform, and Zapier-heavy workflows that run the agency's day-to-day operations.
- Partner with high-profile brands such as Lush and leading Chilean names Gnomo Wear, Japi Jane, and Revesderecho.
- Work directly with Apple and premium partners such as iShop across Latin America, onboarding them to Apple's APP Program and customizing their storefront themes.

That Works — Senior Account Manager

January 2025 – October 2025 · Leeds, England, United Kingdom (Remote)

- Grew and managed the development and design of multi-million dollar Shopify Plus stores at a Shopify Premier Partner agency.
- Managed development and design teams across concurrent client accounts.
- Ran A/B testing programs with Shoptift and Intelligems to lift conversion across client stores.

- Worked closely with Operations to optimize workflows across the agency.
- Led ClickUp organization, setup, and automations across task management tools.

Colored Byte — Developer → Project Manager → Lead Project Manager → Head of Delivery, Web Development

June 2020 – December 2023 · Florida, US and São Paulo, Brazil (Remote)

- **Developer:** Executed front-end and back-end Shopify development, including theme customizations and app integrations.
- **Project Manager:** Oversaw small to large-scale design and development projects on Shopify and Webflow, managing a team of developers and designers.
- **Lead Project Manager:** Headed project management teams and coordinated between design and development departments.
- **Head of Delivery:** Formulated and instituted processes based on team feedback; collaborated directly with founders/CEO.
- Facilitated monthly meetings to discuss process updates across design, development, and email marketing teams.
- Integrated tools such as Asana, Harvest, Airtable, and Basecamp to optimize project management.
- Led key projects including Power Plate, BestSelf, and others, focusing on customer experience and store functionality.

Miracle Brand — Customer Service Manager

July 2020 – October 2020 · Jersey City, New Jersey, United States (Remote)

- Directed multi-channel customer service departments, mainly setting up Aircall and Gorgias.
- Established systems and integrations to improve customer support efficiency.
- Defined KPIs and established effective staff tracking methods.
- Hired the customer service team based on the budget given.

Fiverr — Freelance Shopify Specialist

June 2020 – October 2020

- Completed 30+ Shopify projects, all with a 5-star rating, delivering customized solutions for international clients.
- Provided Shopify solutions globally, including front-end and back-end development, app installation, and troubleshooting.
- Frequently worked directly in the code to make adjustments and perform backend configurations.

Octik Brands — Customer Support → Head of Customer Support → Head of Administrative Team

January 2018 – June 2020 · Canada (Remote)

- Addressed customer inquiries using Re:amaze, Gorgias, Zendesk, and Help Scout.
- Administered discounts, order changes, and tracking updates on Shopify.
- Utilized apps such as Easy Reports and Dropified; coordinated with suppliers and updated orders.
- Oversaw staff, monitored KPIs, and generated reports using Google Sheets and Docs.
- Directed fulfillment, customer support, and dispute resolution teams.
- Built Shopify stores from scratch: customized templates, installed and configured apps, and managed products end to end.
- Connected stores to Facebook/Meta, launched ad campaigns, ran email marketing, and set up Google Analytics.
- Automated operations with Zapier and resolved payment disputes on PayPal and Stripe.

Worldwide English — English Teacher

October 2017 – December 2018 · Cabimas, Zulia, Venezuela

- Taught English to teens and adults across 18 proficiency levels.
- Developed written assessments for all levels.

Freelance Translations

2016 – 2018

- Delivered English-to-Spanish translation services across industries, including technology and finance.

Education

High School Diploma — U.E Andrés Eloy Blanco · July 2013

Courses

- Basic Computer Technician — March 2012
- Advanced English Course for Adults — October 2013
- Technician in Prehospital Emergencies — April 2014

University Studies

- Biology, Universidad del Zulia — three semesters completed
- Mechanical Engineering, Universidad del Zulia — one semester completed

Skills

Languages: Spanish (Native), English (Fluent), French (Basic)

Expert

- **Project Management:** ClickUp, Asana, Basecamp, Airtable
- **E-commerce:** Shopify & Shopify Plus (theme development, apps, product management), Webflow, WordPress, Intelligems, Shoplift, Microsoft Clarity, Heatmap, Google Analytics
- **AI Tools:** Claude Code, Claude Cowork, Cursor, Hermes Agent, OpenAI Codex, Google Antigravity, OpenClaw, Shopify AI Toolkit
- **Automation:** Zapier, Make, agentic AI workflows
- **Customer Support:** Re:amaze, Gorgias, Zendesk, Help Scout, Aircall
- **Development:** Front-end and back-end coding, Shopify theme customization (Liquid), GitHub, internal tools creation
- **Cybersecurity:** Bitwarden, LastPass
- **Productivity:** Google Workspace, Microsoft Office, Typeform
- **Time Tracking:** Harvest, Toggl, Clockify
- **Other:** Supplier handling, product sourcing, translations, localization, proofreading, English teaching

Intermediate

- **Advertising:** Meta Ads, Google Ads
- **Email Marketing:** Klaviyo, Mailchimp, Shopify Email

References available upon request.