

## contact

hello@dannyfriedrich.co  
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dannyfriedrich.co  
github.com/dannyfriedrich

## skills

JS • GraphQL • HTML • CSS • C  
Atlassian Product Suite • Office 365  
Agile Methodologies

Customer Success • Data Analysis • Research  
Design Thinking • Communications • SEO

## languages

English (Fluent)  
Portuguese (Native)



# danielly friedrich

Product Manager/Owner  
Amsterdam, Netherlands

## summary

Computer Science graduate with a previous degree in Communications, my passion is to express thoughts in the best way possible. Whether in code or writing. Dragged to product and customer experience since the very beginning of my life in tech, my goal is to make a positive impact on people's lives through the things I love.

## experience

### Dept Agency

Project Manager (Graduation Internship)  
*Feb 2021 - Present*  
Amsterdam, Netherlands

Planning, coordination and completion of projects from the Design & Technology department, making sure they meet both scope and budget. Workflow management in Agile (Kanban and Scrum) and Waterfall. Communication with stakeholders and clients such as Bol.com, Bugaboo, Milieu Centraal, Curio and Eurovision.

Scrum Events • Budget Planning • Risk Management • Concept Development • Administrative Tasks

### Metrica Sports

Data Manager  
*Feb 2018 - Apr 2019*  
Amsterdam, Netherlands

Management of the company's software to collect football data and provide detailed information about stats, players performance, and tactics to the customers, including teams like Valencia, Villarreal, US Soccer Team, LAFC, Toronto FC, Colorado Rapids, and Seattle Sounders.

Data Analysis • Spreadsheet Structural Design • Match Report • Video Editing • Statistics

## education

**Codam Coding College (42 Network)**  
Computer Science (2018 - 2022)

**Darden School of Business**  
Digital Product Management (2020)

**Universidade Anhembi Morumbi**  
Journalism (2007 - 2010)



### Lexis Media

Product Manager (Freelancer)  
*Jun 2020 - Present*  
Amsterdam, Netherlands

Setting up strategy, roadmap, and features for a translation platform focused on audiovisual professionals. User story mapping, wireframe planning, and usability testing, as well as taking part in some minor user interface development (mostly in React.js) and internal communication with employees and users.

Business Model Design • Testing • User Research • Technical Specs Writing • Newsletter Production

### Misc Companies

Communications Professional  
*2010 - 2018*  
Brazil and Netherlands

Audience research, copywriting, and setting up online communication strategies for several companies, including Sport Club Corinthians Paulista, Comitê Olímpico Brasileiro (Brazilian Olympic Committee), Petrobras and Brazilian telecom giants Oi and Embratel.

SEO Analysis • Customer Relationship • Translation • Social Media Management • Online Marketing