

Pedro López

Digital Strategist & Operations Manager

nomakoe.com · LinkedIn · hola@nomakoe.com

Spanish nationality · on-site, hybrid or remote · willing to relocate to any country · immediate availability

Areas of interest: Technology, travel sector and digital brands with international operations

PROFILE

Systems and operations architect with commercial instinct and over 20 years of work experience across Spain and the Netherlands. My core value is connecting technology with business development: I integrate AI into daily operations, automate slow workflows, and structure knowledge so the business scales without multiplying chaos. I direct AI agents with technical judgment to deliver in weeks what used to require a full team, but always ensuring that technology acts as an engine for cost reduction and sales. I work async, pragmatically, and oriented towards corporate results.

WHAT I'VE DELIVERED

- Strategy & Growth: Content strategy and YouTube SEO within a project that amassed over one million followers.
- Web & Product Development: Launch landing page for the book of a creator with over three million followers, built from scratch.
- B2B Sales & Negotiation: Brand ambassador for three Pernod Ricard brands, achieving sustained growth across a personal portfolio.
- Operations & Friction Management: Cross-functional experience in the travel sector from both sides of the counter (hospitality and vehicle rental), and more than 50 countries travelled as a customer.

PROFESSIONAL EXPERIENCE

Noma Koe · Proyecto propio 02/2026 – present

Digital Strategist & Operations Manager

- Comprehensive direction of Noma Koe (brand ecosystem and B2B content engine) and Noma Norte (community and digital products), covering everything from strategy and architecture to B2C funnel automation.
- Founder of Noma Kairo, an agency targeting the B2B tourism sector. Conceptualization and deployment of key services: web development and automated content architectures.
- Design and deployment of an internal operating system based on AI agents and automated workflows to scale content production and safeguard project knowledge, reducing technical dependencies.

Operations, logistics and service · Spain and the Netherlands 01/2022 – 04/2026

Operations, logistics and customer experience management

Companies: Aproperties Real Estate · Jan de Rijk · Momentum Task Force · Record Go · Albert Heijn · Moove Cars

- Period combining continuous travel across Europe and the Americas: passenger transport and logistics operations in high-turnover environments—including Nikon's operation in the Netherlands—highlighted by agile adaptation to multiple regulations, international teams, and operational demand peaks.

Staff Consulting Bureau · Pernod Ricard 10/2021 – 01/2022 · 01/2023 – 04/2023

Brand Ambassador

- Dual role as sales representative and brand ambassador across two separate engagements: B2B business development in the HORECA channel across a personal portfolio, and brand events at client venues.
- Sustained growth of B2B orders across the managed portfolio, against retention targets.

Digital strategist, content and systems

Clients: Instituto Pensamiento Positivo · Nest Hostels · Mundo Creativo · Hostal El Cubo · Videópatas · Flashlibros

- Tourist accommodation from the inside: CRM systematisation and check-in automation at Nest Hostels (Las Palmas, 2025) and Hostal El Cubo (Tenerife, 2025); internal processes in Notion and team communication for Mundo Creativo, a sustainable tourism project (Gran Canaria, 2022).
- Content strategy and YouTube SEO for Instituto Pensamiento Positivo (2019-2021), within a project that passed one million followers: optimisation of three channels, thumbnail redesign and content planning.
- Website, landing page and email marketing for the Videópatas book launch, a creator with over three million followers (2022), and educational content for Flashlibros (2018).

Before 2019

2003 – 2019

Sales, customer service and hospitality

Companies: Prosegur · Adecco · Wesser & Partner

- Early career with direct exposure to high-demand operational environments and premium customer service, including security logistics and international hospitality.
- Field experience in B2B/B2C commercial management and acquisition, working on a results-driven basis for energy sector leaders and social impact campaigns.

SKILLS & TOOLS

AI, agents and automation — daily use

Agentes de IA (Claude Code, Codex, Gemini/Antigravity) · Protocolo MCP · Diseño de flujos con agentes · Integración continua (GitHub Actions) · Automatizaciones programadas (cron/launchd) · Integración de APIs de terceros

Web product and data — technical direction and AI agent orchestration

Next.js · React · TypeScript · Tailwind · PostgreSQL · Vercel · Stripe · Git y GitHub · Python

Content and growth — daily use

SEO en YouTube · Estrategia de redes sociales y branding · Meta Ads (estrategia, KPIs y dashboards) · Edición y narrativa en Final Cut

Operations and knowledge — daily use

Documentación de procesos y protocolos · Gestión del conocimiento sobre repositorio propio · Trabajo asíncrono · Adaptación a cualquier CRM o SaaS del cliente (preferencia por API abierta)

EDUCATION

Advanced Diploma en Tourism Accommodation

EHTB · Escola d'Hoteleria i Turisme de Barcelona · 2010 – 2011 · Not completed

High School Diploma en Technology

IES Aldana · 2003 – 2005

CERTIFICATIONS

Digital Entrepreneurship — Emprene

Aprendiendo / Sílex 2.0

Meta Ads (Facebook and Instagram) —

Roger Viladrosa

Marketing and Sales — Sell It · Ryan

Serhant

YouTube Channel Professionalization —

Crecetube

LANGUAGES

Spanish: Native

Catalan: C2 · bilingual

English: C1 · professional

Italian: B1 · basic conversation