Núria Gabàs

IT Project Manager | Product Owner
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PROFESSIONAL SUMMARY

IT Project Manager with 5+ years leading digital product delivery across North America, Europe, LATAM, and APAC. Experienced in roadmap execution, Agile/Scrum, and cross-functional collaboration, with a 32% increase in community registrations and a 45-market rollout. Certified Scrum Product Owner (CSPO) and Scrum Master.

PROFESSIONAL EXPERIENCE

Project Manager · Ogilvy Jan 2023 – Present
Remote

- Led digital delivery across a portfolio of global accounts generating ~€1.3M average annual billing for the agency.
- Delivered platforms, website redesigns, and e-commerce projects for global clients in 5 industries, from roadmap and prioritization to launch, including a rollout across 45 markets.
- Translated strategic goals into actionable specs and prioritized user stories with engineering, creative, and strategy teams, aligning a 30+ person cross-functional team across markets.
- Delivered AI and automation initiatives, including web-integrated chatbots, AI-based automated content tagging, and LLM visibility optimization, translating business needs into scalable technical solutions.
- Used data and reporting to prioritize features and initiatives, contributing to a 32% increase in community registrations and more than 2M website visits.

Founder & Digital Product Strategist · Your Notion Creator Oct 2023 – Present
Remote | Freelance · yournotioncreator.com

- Built and developed an independent digital product business focused on custom Notion workspace solutions, workflow optimization and project management systems for individuals and small businesses.
- Designed, launched and iterated on 25 Notion templates, generating 50,000+ downloads on Notion Marketplace and an average user rating of 4.9/5.

Digital Project Manager · Marlex Jan 2022 – Jan 2023
Barcelona, Spain

- Directed a portfolio of 60+ initiatives across 12+ stakeholder groups, translating C-level strategic priorities into structured, actionable execution plans. Built KPI dashboards and reporting to prioritize efforts and support data-driven decisions.

Marketing Project Manager · Associació 50a50 Feb 2021 – Jul 2021
Barcelona, Spain

- Developed and implemented communication projects for a nonprofit promoting gender equality, reaching 200,000+ professional women.

SKILLS

Product & Delivery: Roadmap, user stories, launch, post-launch follow-through
Agile Methods: Scrum, Kanban
Tools: Jira, Confluence, Notion, Power BI, Asana, Monday.com
Collaboration: Cross-functional leadership, stakeholder management, technical leadership

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO), Scrum Manager, 2022
- Expert Scrum Master Certified (ESMC), Scrum Manager, 2022
- PMI Project Management Ready™, Project Management Institute, 2023

EDUCATION

Course in International Project Management 2023
Rochester Institute of Technology | RIT, EdX Course

Master in International Management 2022 – 2023
ESCI-UPF, Pompeu Fabra University, Barcelona, Spain

BA in Global Studies 2018 – 2022
Pompeu Fabra University, Barcelona, Spain (exchange program at Tilburg University, Netherlands)