FRANCISCO GALLARDO

◉ Buenos Aires, Argentina ✉ franciscomgallardo@icloud.com 🔗 in/fran-mg ☁ youtube.com/FranMG

SUMMARY

Software Engineer with over 10 years of experience in AI, deep learning, and software development, delivering data-driven solutions for Google, Meta, Disney, Adidas, and Boca Juniors. Founder and multimedia strategist of a football community with 6 million global fans.

EXPERIENCE

Full-Stack Developer and Digital Content Strategist

Club Atlético Boca Juniors   **April 2016 - November 2023**

· Directed multimedia content strategies for the biggest soccer club in Argentina, achieving a 400% growth in fan community size within the first year.
· Processed and aggregated engagement data from YouTube, X, Facebook and Instagram using Pandas and NumPy to analyze content performance trends, optimize content posting schedules, and enhance fan engagement by 500%.
· Performed A/B tests on content strategies using Pandas and SciPy, analyzing key engagement metrics such as CTR and watch time to identify high-performing content formats and boost audience retention by 60%.
· Implemented transformer-based models (BERT, GPT) using PyTorch to analyze fan sentiment and identify trending topics from social media comments, providing actionable insights for content optimization.
· Developed and deployed a media management platform, managing all aspects of the project, including requirements engineering, business analysis, UX/UI prototyping, technical documentation, and full-stack development using PostgreSQL, Express, React, and Node.js.
· Designed and implemented cloud architecture on AWS, ensuring scalability, performance, and reliability.
· Produced and managed social media content across multiple platforms, optimizing audience engagement through strategic planning and data-driven insights.
· Hosted and presented livestreams and virtual fan events, building strong community engagement and loyalty among fans and media.

Show Host and Content Creator — MTV Legends of Gaming: Cup Latin America

MTV / Endemol Shine   **February 2017 - June 2017**

· Hosted and led a competitive gaming and reality show, delivering live presentations to an audience across Latin America.
· Developed and executed a multi-platform social media strategy, creating engaging videos, posts, and campaigns.
· Analyzed and reported on engagement metrics, using performance data to refine strategies and improve audience interaction, growth and retention.
· Engaged with the gaming community through livestreams and digital interactions, building relationships with fans.

EDUCATION

Master of Science in Software Engineering

Universidad Argentina de la Empresa · 2023

Bachelor of Science in Information Technology

Universidad Argentina de la Empresa · 2019

PROJECTS

Social Media Content Creation

YouTube · youtube.com/FranMG · July 2013 - Present

· Manage a YouTube channel with over 6 million subscribers and 2 billion unique views, producing technical and engaging multimedia content.
· Deliver live presentations for Google at high-profile events in Los Angeles and Buenos Aires, showcasing solutions for creators.
· Design and implement social media strategies across platforms like YouTube, Instagram, X, Tiktok, and Discord, driving community engagement, retention, and growth through platform analytics, SEO and machine learning.
· Lead social media campaigns with global brands, including Google, Adidas, Meta, Disney, FIFA, Fox, Electronic Arts, MTV, PUMA, Konami, Gillette, and Nissan, producing content across multiple platforms.
· Commissioned by Google to promote new monetization features for creators, engaging the creator community and driving adoption.
· Sponsored by Meta to support an initiative aimed at increasing adoption of Facebook Gaming livestreams, leveraging social media strategies to expand platform reach.
· Produced social media content for Disney and performed as an actor in the Disney TV series *Disney 11*.
· Received multiple awards from YouTube, Nickelodeon and industry organizations for data-driven digital strategies and audience engagement.

SKILLS

· **Full Stack Engineering**: React, Node.js, TypeScript, Javascript, Python
· **Database Management**: PostgreSQL, SQL Server, MySQL, MongoDB
· **Machine Learning and AI**: PyTorch, TensorFlow
· **Deep Learning**: Transformers (BERT, GPT), Sequence Models (RNN, LSTM, GRU), Convolutional Neural Networks (ResNet), Diffusion Models (U-Net), Reinforcement Learning (OpenAI Gym), Geometric Deep Learning (PyTorch Geometric)
· **Data Processing**: NumPy, SciPy, Polars, Pandas, PySpark
· **Deployment and Cloud Infrastructure**: AWS, FastAPI, Flask, Docker, Tensorflow Serving, TorchScript, ONNX
· **Data Modeling and Analytics**: Tableau, Looker, Power BI, Matplotlib, Seaborn
· **UX/UI Design Expertise**: Adobe XD, Figma, Material Design, Miro
· **Project Management**: Scrum, Kanban; Jira, Trello
· **User Research and Information Synthesis**: Maze
· **Writing**: Technical documentation, UX and creative content
· **Social Media Strategy and Community Building**: Hootsuite, Sprout Social, Google Analytics
· **Content Creation and Multimedia Production**: Adobe Creative Cloud (Photoshop, Premiere Pro), Ableton Live
· **Public Speaking and Live Broadcasting**: OBS Studio, Disney speech and acting training
· **Languages**: Native Spanish; English (C2 Proficiency, Cambridge Certified)