



CONTACT

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- + Buenos Aires, Argentina · LATAM (remote)

STACK & TOOLS

MARKETING & ADS

- Meta Ads
- Google Ads
- TikTok Ads
- SEO
- Funnels
- Copywriting
- Branding
- Email/CRM

DEVELOPMENT

- Next.js
- React
- TypeScript
- Node
- PostgreSQL
- Drizzle
- Tailwind
- REST/GraphQL APIs
- PWA

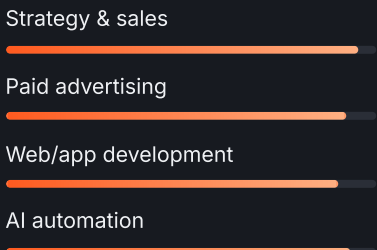
AUTOMATION & AI

- n8n
- WhatsApp bots
- Telegram bots
- Claude / GPT
- RAG · Pinecone
- Payments API
- Zapier/Make

INFRA

- VPS · Docker
- EasyPanel
- Git
- Cloudflare/DNS

STRENGTHS



Germán Ferulano

Founder & Full-Stack Specialist — Web Development · Digital Marketing · AI Automation

Profile

I help small businesses **sell more and run better**. As the founder of **FERVOR**, I've personally owned every side of a small business — strategy, sales, marketing, product, and delivery — the same hands-on ownership perspective I bring to any project I take on. I **lead front-end development end-to-end** in Next.js/React/TypeScript, design and run **paid social campaigns** (Meta, Google, TikTok) that delivered **+1,000% ROAS** and **+75% follower growth** for LATAM SMBs, and build **AI-driven automation** (Claude/GPT agents, n8n, WhatsApp/Telegram bots) that replaces manual work with real systems. Comfortable moving between the business, product, and technical sides of the same problem.

What I do

- Front-end & product development

Next.js/React/TypeScript apps and sites, built and shipped end-to-end.
- Marketing & paid social

Strategy, funnels, Meta/Google/TikTok Ads, content and lead generation.
- AI & process automation

n8n, WhatsApp/Telegram bots, integrations and AI agents (Claude/GPT).
- Operations & small-business ownership

Real experience running a business — pricing, delivery, client ops.

Experience

- Founder & Full-Stack Specialist · FERVOR (own agency)

2023 — Present

- Run end-to-end marketing + technology projects for LATAM SMBs, owning strategy, development and automation as a single accountable lead.
 - Managed Meta/Google/TikTok ad spend on campaigns that reached **+1,000% ROAS** and hundreds of thousands of organic views.
 - Built **custom management apps** (multi-tenant SaaS in Next.js) with online payments, dashboards, CRM and reporting.
 - Automated business operations with **n8n, WhatsApp/Telegram bots and AI agents** (Claude/GPT), removing repetitive manual work.
 - Own the full stack of the business: branding, content, infrastructure (VPS/Docker), domains, deployment and support.
- Marketing & Automation Consultant · Client projects

2022 — Present

- Design and implement acquisition and retention strategies tailored to each client's business (services, retail, health, automotive).
 - Build lead-capture systems with automated follow-up connecting ads, website, CRM and WhatsApp.
 - Measure everything: first-party tracking, metrics dashboards and clear reporting to support data-driven decisions.

Featured projects

- FMA Mecatrónica

FULL MARKETING + SOFTWARE
- TuTaller.app

SAAS PRODUCT

LANGUAGES

Spanish	Native
English	Professional (B2)

Ad campaigns with +\$1M ROI, **+75% follower growth** and +500k organic views. Custom shop-management app and an AI-powered WhatsApp bot.

Multi-tenant management platform for repair shops, with subscription billing, per-client branding and data import.

Agencia Fácil

SAAS PRODUCT

Management system for car dealerships: inventory, sales, financing, cash flow, public catalog with lead capture and Google login.

Victoria Carbone

WEB + BRANDING + LEADS

Brand identity, professional website and patient-intake form delivering leads straight to the client's inbox.

Education: B.S. in Data Science & AI — Universidad de Buenos Aires (UBA), in progress (2026–2030). · Independent study in business and technology (2022–2026): digital marketing, sales funnels, process optimization, applied AI and automation. · Bilingual high school diploma — Armonia Bilingual School. · **Availability:** Freelance, project-based, part-time or full-time (remote).