

Thiago Dodero

A founder who ships the marketing and the code.

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4 years

of hands-on digital growth

~103K

followers across my channels
and brands

1,500+

online orders

Profile

I've spent the last four years doing hands-on digital growth: shaping the offer, producing the creative, designing and building the website, and following up with leads all the way to the sale. I also build online stores, CRMs and booking systems end to end.

Experience

- 2024 - Present

iTouchID · Founder & Owner
 - Built and run a consumer electronics brand: branding, content, community and the online store.
 - Own Meta Ads creative, customer conversations, lead management and sales flows.
 - Collaborated with Gero Arias. ~6K followers on the brand account.
- 2026

2026 World Cup Jersey Campaign · iTouchID online store
 - Ran the offer, product messaging, creative, sales and fulfillment.
- 2026 - Present

Pulpa Estudio · Founder
 - An independent brand strategy, identity and communications studio.
 - Brand strategy, visual and verbal identity, UX/UI, web development, campaigns, content and ongoing creative direction.
 - Live client work: Valle Florido and OdontoSuite.
- Aug 2026 - Present

Mundo Bebé Latam · Creator · automated channel
 - Daily Spanish-language Shorts produced by a pipeline I built: AI tools wired together through APIs and custom code written with Codex.
 - ~8M views in two months; 4,090 subscribers and 324 videos as of October 7, 2026.
- 2022 - Present

Independent Web Development · Web Developer
 - Build online stores, CRMs and booking systems end to end, owning every part of the project.
- 2022 - Present

Growth, Creative & E-Commerce · Independent Operator
 - Plan and run growth work: offer framing, acquisition, customer journeys, retention, reactivation and rapid testing.
 - Produce performance assets in Adobe, Figma and CapCut. Manage leads and sales follow-up through CRM, WhatsApp and generative AI.
- 2024

iPhone Cultura · Head of Marketing
 - Account with ~76K followers.

Projects

Valle Florido · booking · live

Direct-booking website for four cabins in Trevelin, Patagonia. Booking and Airbnb calendar sync, pricing and deposits, a local guide to 34 places and a private admin panel.

End-to-end development
valleflorido.com.ar

iTouchID · ecommerce · 2024 · live

My online store for technology, home products and football jerseys. Mercado Pago payments, local pickup in Nueva Córdoba and shipping across Argentina.

Founder, owner and developer | Next.js · Vercel · Supabase · Mercado Pago
itouchid.com

OdontoSuite · saas · live

Dental practice management software: scheduling, clinical records, FDI dental charts, periodontal charts, treatment plans, payments and a patient portal. Used by Dr. Pablo Dodero's practice.

End-to-end development
odontosuite.com.ar

Pulpa Estudio · brand · live

My independent brand strategy, identity and communications studio in Nueva Córdoba. A website connecting its services, Build / Launch / Grow packages and portfolio.

Founder of Pulpa Estudio
somospulpa.com.ar

Núcleo · crm · not launched

An unreleased CRM, tasks, OKRs and metrics app for entrepreneurs running multiple businesses. Built for Argentina, with multiple currencies and inflation-adjusted reports.

End-to-end development | Next.js · Vercel · Supabase
nucleocrm.vercel.app

Pulp-Studio · ai · in development

An AI generation app connecting models through APIs, inspired by Higgsfield. In development.

dotero-finanzas · finance · in development

A personal finance wallet for organizing assets, liabilities and fixed expenses. Currently in development and used privately.

Education

Marketing · Universidad Católica de Córdoba (UCC) · 2024

Completed 2.5-year program

UX/UI Design · Coderhouse · 2023

Skills & stack

Growth & e-commerce

Acquisition · Customer journeys · Retention · Reactivation · Conversion testing

Creative & content

Meta Ads · Adobe Creative Suite · CapCut · Short-form video

Web design & development

Figma · UX/UI · Landing pages · Online stores · CRM · Booking systems

Sales operations

Lead management · CRM · WhatsApp · Generative AI

Development stack

Next.js · Supabase · Vercel · Mercado Pago · API integrations

Languages

Spanish: native · English: B2 (Cambridge First)