

MICHEL VELASCO



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Profile & contact
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PROFILE

An experienced and diverse producer that has worked in different crafts while building and planning strong campaigns for high-end clients

Clients	Projects
Hewlett Packard	Cross platform ecosystem manager for HP BusinessNow
South Africa Tour	UK site production for South Africa Tourism
Chivas Regal	Production of 360 immersive mobile device experience
Vodafone	Campaign updates to UK site
Coca Cola	Sky1 commercial and sponsorship campaign for 'share a coke'
Disney	Sky1 talent commercial with online competition mechanic
Carlsberg Export	Sky drama sponsorship campaign
Primark	Flag ship in-store digital signage and creative solutions
O2	Bespoke in-store creative solutions
HMV	In-store digital signage
Topps Tiles	Summer campaign sponsorship spots
Guess	Bespoke retail technology set-up with micro-tiles and twitter mirror
Twisted Table	Private events and themed nights
Nuffield Health	Interactive personal trainer system

SKILLS SUMMARY

- Managing a team and directing projects through brief management, delegation and assigning work
- Project managing digital campaigns, Site builds, TV commercials, VFX, print and artwork projects and with sensitivity for team strengths
- Managing risks, ascertaining solutions in advance and being able to adapt to the clients intention
- Directing television campaigns, organising castings and managing clients expectations
- Sourcing and nurturing client relationships
- Pitch production and presenting
- Collaborating with clients and the creative director
- Fostering the environment where designers can feel confident
- Interviewing and mentoring new team additions
- Project management with OminPlan, MS Projects, Jira and Excel proficient
- Finance and budget forecasting

EXPERIENCE

- | | | |
|----------------------|---|------------------------|
| Critical Mass | Digital producer | October 2013 – present |
| - | Managing production of digital EMEA campaigns | |
| - | Managing cross platform agency ecosystem | |
| - | Production of experience design on websites for global clients | |
| - | Digital producer on video content marketing campaign | |
| - | Producer on awareness campaign using latest technologies such as VR & gyroscope | |
| - | Managing development and deployment of websites | |
| - | Managing and leadership of internal teams | |
| - | Pitch management and presentation | |

ais London **Freelance digital project manager** September - October 2013

- Project managing a social campaign
- Building estimates and timing plans for online projects
- Writing briefs for client and internal documentation
- Briefing design and creative staff

Freelance **Freelance creative producer** August - October 2013

- Account and production co-ordinating for Skinniebelle.com
- Planning Immersive and experiential concepts for small events and new possibilities

Sky Creative **Campaign manager** January - August 2013

- Planning and managing deliverables within larger campaigns or for smaller in-house assignments
- Formulate time plans that factor in third party clearance
- Further project managing of print and artwork briefs, working with creative and artwork teams to build schedules that represent good working practice
- Personally handling large accounts from conception to delivery, working with multiple creative departments to deliver on brief campaigns bespoke to the clients needs
- Budget tracking during the time-line to insure both client and team have a clear understanding of project restrictions
- Guaranteeing clarity between the clients and the creative team during initial briefing stages to ensure a timely and successful completion

Mood Media **Creative Producer** 2008 - 2013

- Forming and developing strong client relationships, gaining trust and creating new business opportunities
- Building briefs with clients to develop and manage expectations with their budgets and time constraints
- Directing the development of interactive touch-screen systems using Flash
- Building complex timelines involving 3rd party companies
- Managing immersive and engaging concepts for the public
- Continued project and account managing with existing clients, coordinating yearly catch up meetings to further advance channels
- Managing project time frames on a daily basis through delegating and assigning work load across the design team
- Liaising with in house technical staff, third party operators and sourcing freelancers when needed

References available upon request

EDUCATION

RAVENSBORNE COLLEGE OF DESIGN, 2003-2006

2:1 B.A. (Hons) Computer animation and Visual communication