

## 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

- |                      |   |                        |
|----------------------|---|------------------------|
| <b>Critical Mass</b> | <b>Digital producer</b>   | 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 3<sup>rd</sup> 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