

Michel Velasco

Interactive Producer & Project/Product Manager

Skilled and diverse with over 10 years of experience in multiple content production and delivery environments. Now excelling in building digital launches, websites, e-commerce solutions and multi-platform campaigns for international well-known brands, with user experience at the core.

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MOST RECENT EXPERIENCE

Interactive Producer

Apple

06/2016 – 07/2017

Tasks/Achievements

- (Mission description restricted under confidentiality agreement)
- Apple on-site Vendor in Cupertino, embedded with the interactive and Apple Online Store teams
- Started with an Initial 6 months contract then asked to stay thanks to the excellent work, quick integration and pickup of internal process
- Driving successful execution of product launches, web and app releases
- Producing Apple Online Store campaigns and programs, managing the communication with WW partners

Digital Producer

Critical Mass UK

10/2013 – 06/2016

Tasks/Achievements

- Clients include Hewlett-Packard, South Africa Tourism, Watford FC, Chivas Regal, Dunlop Goodyear, FireEater
- Managing development and deployment of websites with focus on experience design and digital strategy while keeping to budget
- Managed the successful win, production and launch of HP EMEA campaign "Office of the Future" in partnership with Mashable. The first of its kind for HP
- Setup and kickoff of Watford FC new site project using Agile and Sprint methods to facilitate best output in the 3 month timeline
- Pitch management and presentation for new business opportunities for Watford FC, Chivas Regal and HP
- Management of HP's BusinessNow cross platform ecosystem with multiple agencies and content producers across EMEA
- Awarded global employee of the month thanks to successful execution and results of the HP EMEA campaign

Freelance Project Manager

AIS london

09/2013 – 10/2013

Tasks/Achievements

- Project managing a Facebook campaign for Vodafone UK
- Writing team briefs, estimates and timing plan for online strategy

Campaign Manager

BSKYB

01/2013 – 08/2013

Tasks/Achievements

- Clients include Coca Cola, Disney, Carlsberg Export, Sky channel sponsorships and Title sequences
- Planning and managing deliverables within larger campaigns or for smaller in-house assignments
- Co-ordinating ATL sponsorship ads for Coca Cola and Carlsberg Export
- Further project managing of print and artwork briefs, working with creative to build schedules that represent good working practice

Further Experience

Please see linkedIn profile for details

SKILLS

Agile, Kanban, SCRUM Production Management

Empowering Leadership Team working

Presentation Client facing Results driven

Mentoring Resiliency Product launches

Web/App builds & releases Prototyping

A/B testing strategy Requirement gathering

E-commerce Finance forecasting

Team workshops Roadmapping

Collaborative and honest Adaptive and versatile

Proactive at ascertaining solutions

Creative suite proficient Basic Swift & HTML

MSOffice and iWork proficient

EDUCATION

BA (Hons) Computer Animation and Visual Communication

Ravensbourne College Of Design

09/2003 – 07/2006

DSDM Agile Project Management

APMG International

11/2015

LANGUAGES

English



Spanish



INTERESTS

AI & Machine learning VR, AR & MR

VFX & Animation Podcasts & Audible

Sustainability International food and culture

Meditation Free Diving Event organisation