

Michel Velasco

Interactive Producer / Product Manager

An experienced and diverse producer building large digital launches and strong campaigns for high-end clients with user experience design at the core

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WORK EXPERIENCE

Interactive Producer Apple

06/2016 – 07/2017

Tasks/Achievements

- Apple on-site Vendor in Cupertino, embedded with the interactive and Apple Online Store teams
- 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
- Managing production of digital, video and content marketing campaigns
- Pitch management and presentation
- Leadership and mentoring of internal teams
- Awarded global employee of the month

Freelance Project Manager ais london

09/2013 – 10/2013

Tasks/Achievements

- Project managing a social 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
- Further project managing of print and artwork briefs, working with creative to build schedules that represent good working practice

EDUCATION

Computer animation and visual communication Ravensbourne College Of Design

09/2003 – 07/2006

SKILLS

Product launches Web/App builds & releases

Prototyping A/B testing strategy

Requirement gathering E-commerce

DSDM Agile PM Certificate

Finance forecasting Team workshops

Mentoring Adaptive and versatile

Proactive at ascertaining solutions

Collaborative and honest Resiliency

Creative suite proficient

LANGUAGES

English



Spanish



INTERESTS

AI & Machine learning VR, AR & MR

VFX & Animation Podcasts & Audible

Sustainability Permaculture

International food and culture Meditation

Free Diving Event organisation