

# Michel Velasco

Interactive Producer / Product Manager

Experienced and diverse Producer excelling for the 4 past years in building digital launches and strong campaigns for international well-known brands, with user experience at the core

m.a.velasco83@gmail.com ✉

+1 (408) 2420384 📞

michelvelasco.com 🌐

linkedin.com/in/michelvelasco in

## RECENT WORK EXPERIENCE

### Interactive Producer Critical Mass @ 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
- Recognised as a good manager, solicited several times as a mentor of full time and contract Producers
- Awarded global employee of the month thanks to successful execution and results of the HP EMEA campaign
- Winner of "Mobile" in 2015 RAS Digital Awards for HP BusinessNow and South Africa Tourism page design and functionality

### 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

## SKILLS

DSDM Agile PM Certificate Management

Leadership Team working Presentation

Client facing Results driven Resiliency

Mentoring Product launches

Web/App builds & releases Prototyping

A/B testing strategy Requirement gathering

E-commerce Finance forecasting

Team workshops Adaptive and versatile

Proactive at ascertaining solutions

Collaborative and honest Creative suite proficient

## EDUCATION

### Computer Animation and Visual Communication

Ravensbourne College Of Design

09/2003 – 07/2006

## 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