

# JP VASQUEZ

## DIRECTOR — DIGITAL STRATEGY, BUSINESS DEVELOPMENT, PROJECT MANAGEMENT

jp@jpvasquez.com | jpvasquez.com | 954.240.3216  
154 Gibbs Street, Apt 204, Rockville, MD 20850

### PROFESSIONAL PROFILE

As an agency professional, my work consists of leading award-winning projects while developing lean teams to achieve unified goals. My diversified background working within digital strategy efforts, new business, user experience, creative, development, SEO, social media and project management, allows me to drive simultaneous high-stakes projects, effectively navigate challenges and build successful alliances with interdisciplinary teams.

Diplomatic and approachable, I maintain the integrity of my work while developing solid and ethical relationships with my teams. I bring confidence without ego, with a “door is always open” policy that constantly encourages two-way communication. I strive to surround myself with out-of-the-box, collaborative thinkers, who continue to push my individual and professional growth.

### CORE KNOWLEDGE AND TRANSFERABLE SKILLS

- Digital strategy
- Branding and messaging
- User and competitive analysis
- Enterprise solutions
- Agile project management
- UX and creative direction
- Mobile, desktop and more
- Content marketing
- SEO, SEM, analytics and metrics
- Conversion strategies
- New business and RFP reponse
- B2B and B2C marketing

### PROFESSIONAL EXPERIENCE



#### HZDG — DIRECTOR OF PROJECT MANAGEMENT

DECEMBER 2011 - PRESENT

I am responsible for the creation and organization of the Interactive Project Management team. My role encompasses a combination of self driven initiatives, as well as executive decision making to accomplish our agency’s strategic goals. I serve as a diplomatic facilitator, working with our different teams to come together as one. I lead a large number of new business initiatives from strategy, scope, pitching and final negotiation.

- Managing a growing team of 8 Project Managers.
- Lead new business opportunities, including strategic pitches, discussing client needs, day to day contact and overall client relationship.
- Created timeline templates, reports and client presentation for the team to utilize.
- Participant in weekly executive meetings, where forecasting, big picture strategies and employee management is discussed. In addition, I have successfully implemented short term and long term plans discussed in these meetings.
- Manage project scope and complexity to keep the core idea intact, while still maximizing profit and client satisfaction.
- Successfully lead mobile, desktop and multimedia projects.
- Managed third party vendor relationships, negotiations, and scope.
- In charge of employee reviews and compensation process.

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### HZDG—DIRECTOR OF DEVELOPMENT

JULY 2010 - DECEMBER 2011

- Managed a team of 11 Developers, ranging in skills from front end developers to back-end architects, increasing overall department efficiency and boosted morale.
- Developed training for non-web savvy team members to bring them up to speed in the interactive process, including designing websites and running web projects.
- Aided in the implementation of PHP frameworks (Zend and CodeIgniter).
- Facilitated transition to the new Director of Development that included department assessment, recommendations and key roles.
- Go-to-person for any interactive projects in order to resolve issues, answer questions, develop strategies and help in the overall company's process.
- Managed team allocation, resourcing and timelines for every interactive project in this agency.

### HZDG—DIRECTOR OF FLASH

APRIL 2009 - JULY 2010

- Managed a team of 4 senior Flash Developers.
- Developed coding standards and overall Flash development process.
- Created standards for Flash banner creations, including dealing with outside partners like Pointroll and DoubleClick.
- Key player in over 10 Flash projects during this time, including working directly in websites by developing frameworks and reusable modules.
- Managed outsourcing overflow and scope, as well as resource management.
- Developed a Flash class in order to educate non-developers and print designers about the interactive process.
- In charge of employee reviews and compensations.



### SAPIENT INTERACTIVE—SENIOR INTERACTIVE DEVELOPER

JUNE 2008 - APRIL 2009

- Acted as a lead Developer for several of the agency's projects.
- Active part of the creative team, idea development and execution.
- Shared management of the complete Flash team with another Senior Developer. Total of 16 developers.
- Participated in strategic meetings and client strategies.
- Aided in resource allocation depending on skill and availability.
- Acted as project manager due to my technical and communication skills while still developing large parts of the website.

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## OTHER RELEVANT EXPERIENCE

### **ICHAMELEON/GROUP/—DIRECTOR OF DIGITAL MEDIA**

**JULY 2005 - JUNE 2008**

- Managed a team of 12 Developers ranging different skills.
- Part of the core creative team, developing ideas, strategies and solutions for high profile clients.
- Managed the audio and video team to create compelling content to support projects and their needs.
- Worked closely with project managers to ensure the success of projects and timelines.
- Developed project development process using known methods like agile development and development iterations.
- Performed employee review and compensations.
- Active developer, working through uncharted territory in order to “make it happen.”
- Receiver of many awards including Belding’s and Addy’s.

### **ICHAMELEON/GROUP/—ART DIRECTOR/SENIOR FLASH DEVELOPER**

**AUGUST 2004 - JULY 2005**

### **MIAMI AD SCHOOL—PROFESSOR**

**2007 - 2009**

## EDUCATION

### **NOVA SOUTHEASTERN UNIVERSITY**

Business Administration with a minor in Marketing

### **BROWARD COMMUNITY COLLEGE**

Associate in Arts for Business Administration

## TECHNICAL PROFICIENCIES

- Project Management Software (Microsoft Projects, Omniplan, Merlin, Basecamp)
- CMS (Django, Drupal, Wordpress, Expression Engine, among others)
- Google Analytics, GTM and Experiments
- Adobe GTM, Analytics
- User testing and A/B testing
- HTML, CSS and Javascript
- Knowledge of PHP and MySQL (LAMP)
- AS2 and AS3
- GIT and Sub-version control
- Adobe Suite (most of the programs)
- Microsoft and apple suites
- Wireframing tools (Omnigraffle, Balsamiq, InvisionApp, pencil and paper)
- Multimedia experience (music, video, photography)
- Bi-lingual in English and Spanish. Knowledge in Portuguese and French