

JOHN MARTINELLI

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SUMMARY

Accomplished and enthusiastic individual with strong communication skills and a background as Co-Founder, Head of Production & Senior Project Manager within the digital, immersive and experiential space. I am an advocate for pursuing new innovative technology which shapes the industry and how we use technology on a daily basis.

SKILLS

- Trello
- Jira
- Smartsheet
- Pipedrive
- Float
- Adobe Photoshop
- Logic Pro X
- Unreal Engine 5 Pipeline
- Microsoft Office
- Google Suite

EXPERIENCE

Co-Founder & Head of Production - Solarflare Studio

As a Co-Founder of Solarflare Studio, I am responsible for the collaboration in all aspects of the business. From strategic growth, to managing inbound & outbounds of all financials within the business. Furthermore, I am responsible for the planning and management of all production tasks with extensive experience in delivering projects in Virtual Reality, Augmented Reality and Mixed Reality, as well as experiential campaigns involving all types of technology.

- Director discussions based on strategic growth and key operational decisions
- Key member in overseeing pipeline, from start to finish
- Growing Solarflare's core team, along with assessing the areas of skills necessary for the business based on expected project requirements and staff growth
- Building a black book of International resources from Freelancers, Agencies and Suppliers
- Managing the performance of all production areas, including processes to help deliver the best workflow within the team, such as weekly workflow stand-ups, individual project team meetings, and project closure and debrief meetings.
- Running of the Project Management team – weekly reporting meetings to determine profitability on each project, risks, and management requirements.
- Manage the capacity and resource utilisation for each member of the Production team, along with the PMs.
- Responsible for progressing multiple projects simultaneously, submitting deliverables on time and ensuring a seamless experience for all stakeholders.

Head of Production - INITION

09/2017 to Present

- Part of the Senior Management Team, responsible for leading the strategic planning of the business.
- Working closely with the CEO & Lead Sales Director to identify commercial opportunities and long-term objectives.

- Responsible for the planning and management of all production budgets, providing support to win projects, signing off on all proposal documents as well as contact/comms with clients.
- Responsible for creating a new quotation system, working closely with CFO to help determine new Rate Card (cost & value) including Production, Purchase & Hardware templates.
- Managing the performance of all production areas, including processes to help deliver the best workflow within the team, such as weekly workflow stand-ups, individual project team meetings, and project closure and debrief meetings.
- Running of the Project Management team – weekly reporting meetings to determine profitability on each project, risks, and management requirements.
- Manage the capacity and resource utilisation for each member of the Production team, along with the PMs.
- Responsible for managing INITION's Research and Development team – identifying latest products/tech trends and keeping track of budgets, working closely with the CTO & Lead Sales to determine any sales propositions.
- Building a black book of International resources from Freelancers, Agencies and Suppliers.
- Building of a new Project Drive System, enabling the company to store and locate assets for individual projects, whilst defining a structure for each department.
- Product Manager for migrating INITION's full company system (SAP) to a new system (Workbook).
- Leading obtainment and defining key areas of the business within the CRM, Project Management & Reporting functions.

Global Project Manager - Blippar

2015 to 2017

Within my first year, my role at Blippar evolved into Studio and Project Management Internationally.

Responsibilities included:

- Daily workflow of all employees, planning resource and keeping projects within budget.
- Weekly reporting/analytics to Senior Management including utilisation of employees/teams & capacity/hours/total hours logged.
- Management including utilisation of employees/teams & capacity/hours/total hours logged.
- Delivering campaigns throughout the UK office, ensuring the smooth running from start to finish within production & creative with internal and external teams.
- Handling large-scale budgets for clients such as Pepsi, Coca-Cola, Kelloggs and The British Consulate in multiple territories.
- Implementing effective processes to simplify the way projects are briefed to the Delivery teams, as well as in the execution of them.
- Managing pipeline projects, identifying potential bottlenecks in resource & capacity.
- Product owner and implementation of Traffic Live.

Global Studio Manager - Blippar

2014 to 2015

My initial role at Blippar was predominantly focused on Project Management, ensuring the delivery of campaigns internationally from the UK, Amsterdam & Japan through a small team of creatives & developers.

- Liaising closely with the US office when utilising resources in other territories, with daily resource calls and EOP status updates.
- Supporting new teams and offices with creative and technical project management during large scale company growth
- Implementing Agency Management tools, such as Traffic Live, Trello & Jira
- Managing and tracking day-to-day activities within the Project Management team

EDUCATION

BA (Hons) Degree: Communication, Broadcasting Sound Design	2011
Ravensbourne College of Design	
Foundation Degree: Communication, Creative Sound Design	2010
Ravensbourne College of Design	