



John Martinelli

+44(0)7817202529
iamjohnmart@gmail.com

London, United Kingdom



PROFILE

Experienced Head of Production and Technical Project Manager with a strong background delivering interactive, immersive, and creative technology projects across AR, VR, XR, and real-time environments. Skilled at managing complex workflows, aligning creative and technical teams, and producing high-quality outcomes for clients across global campaigns and installations. Brings deep understanding of production delivery, team operations, and emerging tools — including generative AI and real-time platforms — to streamline processes and bring ambitious ideas to life.

WORK HISTORY

CO-FOUNDER & HEAD OF PRODUCTION - SOLARFLARE STUDIO (2019 - CURRENT)

Co-founded and led production at a creative technology studio delivering interactive, immersive, and AI-powered experiences across AR, VR, MR, and physical environments.

- Grew the studio into a high-revenue production business working with top-tier clients and agencies including ASICS, Formula 1, LEGO, UEFA, Google, Heineken, Edelman, Wasserman, among others
- Oversee all production operations, from concept scoping through to final delivery
- Lead on strategic planning, budgeting, resourcing, and studio growth
- Manage concurrent delivery across client projects, internal pipelines, and new business
- Implement weekly stand-ups, project debriefs, and structured production reviews
- Coordinate internal teams and external partners (freelancers, agencies, suppliers)
- Build and maintain Solarflare's international delivery network and freelance talent pool
- Own production profitability, forecasting, and risk management
- Act as senior point of contact for global campaigns and large-scale activations

HEAD OF PRODUCTION - INITION (2017 - 2019)

Part of the senior leadership team, overseeing production strategy, project delivery, and operational improvements at an award-winning immersive agency.

- Managed scoping, budgeting, and delivery of XR and installation project
- Ran the full production department, including resourcing and profitability tracking
- Built internal rate card and quotation system in collaboration with the CFO
- Oversaw R&D function, evaluating new tech and prototyping for client proposals
- Led production migration from SAP to Workbook, standardising workflows
- Restructured file systems and asset management across departments
- Developed international freelancer and supplier network for delivery support

GLOBAL PROJECT MANAGER - BLIPPAR (2015 - 2017)

Senior PM role across global creative and technical teams, supporting large-scale campaign delivery in multiple territories.

SKILLS

Production & Delivery

- Project & Resource Management (Trello, Jira, Smartsheet, Float)
- Budgeting, Scoping & Workflow Planning
- Team Oversight & Client Communication

Creative & Technical Tools

- **Tooling:** Microsoft Office, Google Workspace, Asset Management Systems, Zapier
- **Realtime & Interactive:** TouchDesigner, Unreal Engine 5
- **Design & Media:** Adobe Creative Suite, Figma, Logic Pro X
- **AI & Generative:** Krea.ai, Google Flow, Runway, Midjourney, ComfyUI

PUBLISHING

- Meet the Technologists: John Martinelli
- The Good, the Bad and the Ugly in the Digital Landscape

- Delivered campaigns for major clients including Pepsi, Coca-Cola, Kellogg's, and the British Consulate
- Planned team utilisation and capacity across UK, EU, and Asia
- Produced weekly analytics reports for senior leadership on delivery performance
- Improved internal delivery processes and briefing frameworks
- Led implementation of Traffic Live as global resource management tool
- Managed budgets, risks, and reporting across multiple concurrent projects

GLOBAL STUDIO MANAGER - BLIPPAR (2014 - 2015)

Early leadership role focused on scaling production workflows during rapid global growth.

- Project-managed delivery across UK, Amsterdam, and Japan studio
- Supported new office launches and trained local teams on project workflows
- Led daily cross-region resource calls and delivery tracking
- Rolled out agency tooling (Trello, Jira, Traffic Live) across teams
- Coordinated cross-functional teams of creatives and developers

EDUCATION

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

Foundation Degree: Communication, Creative Sound Design (2010)
Ravensbourne College of Design

REFERENCES

Available on request