

# MISHA VELASQUEZ

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## HIGHLIGHTS

I'm an equal-parts **brand strategist** and **creative producer** with a focus on **content story telling**. Whether I'm developing a brand, pitching to execs, producing campaign strategy, or project managing, curiosity drives my work. I'm a Swiss-army-knife that specializes **visual engagement** and **data-driven strategy**. I lead with **empathy** and **foster collaboration** across teams. I have an eye for creative talent, and have over **7 years** of experience in creative production and team management.

## TOOLS

Asana | Hubspot | Basecamp | Photoshop | Lightroom | Figma | Facebook | Instagram | TikTok | Notion | Later | Hopper | Google Suite | Powerpoint | Slack

## SKILLS

- Creative production
- Team management
- Digital collateral
- Content creation
- Art direction
- Creative conception
- Problem-solving
- Project management
- Photography
- Empathetic negotiation
- Goal management
- Campaign development
- Copywriting
- Problem-solving
- Xfn collaboration
- Agile (scrum) & Waterfall

## EXPERIENCE

### **Brand Producer** - 07/2022 – 08/2022

sherpa° | Remote, Canada

- Developed and strengthened sherpa°'s brand narrative and go-to-market efforts by creating a 6 month road map for internal and external rollout.
- Created production process for onboarding freelance artists and licensing initiatives enabling greater collaboration for all cross functioning teams.

### **Creative Producer** - 09/2016 – 07/2022

Mount Hermon Inc – B2B & B2C Conference Center | Santa Cruz, CA

- Produced quarterly capital campaign video and photoshoots utilizing the strengths of key stakeholders. Resulting in over \$15M capital gain for the company each year.
- Managed team of designers, videographers, animators and photographers, developed OKRs, monitored project progress, set deadlines, ensured stakeholder satisfaction, and evaluated project performance.
- Drove company-wide rebrand over the course of 8 months. Collaborated with key teams to wire-frame and overhaul web launch. Managed a complex budget for brand rollout leading to increased product awareness and +348% website visits over first week of launch.

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## Digital Marketing Brand Strategist

- Revitalized creative production processes of annual new client acquisition campaigns that resulted in +27% project efficiency which allowed for 2 less contractors to be hired.
- Piloted a department restructure, sourced talent to create a high performing team with strong morale and effective cross-functional collaboration that led to a 95% retention rate and timeline efficiency by +31%.
- Tracked result from all brand and communication efforts and translated data into action that modified overall brand strategy saving 22% ad spend on average.

## Social Media Manager

- Oversaw a team of designers, videographers, animators and photographers to develop highly effective social media assets that outperformed previous year's content by 4x.
- Developed social branding for all social channels. Created unity in voice and content through marketing pipeline which led to increased product consideration and customer acquisition.
- Developed all social media strategy for multiple sub-brands and platforms growing the organic following by +685.28% across all 4 company brands.

## Marketing Specialist - 09/2015 – 05/2016

Holden QiGong | Santa Cruz, CA

- Optimized marketing funnel with current and successful SEO practices increasing conversion rates by +119.92%.
- Facilitated digital agency relationships, day-to-day-production, and campaign scheduling to elevate seamless campaigns that were on-brand and within budget.
- Formulated end-to-end acquisitions strategy for businesses that led to + 74.89% growth in sales from paid acquisition and 66% growth in organic sales.

## Photographer - 01/2013 – Present

Misha Velasquez Photography | Santa Cruz, CA

- Produce wide variety of personal and commercial photography briefs and content to support brand and campaign efforts.
- Coproduced with clients, vendors, and project managers for optimal deliverables that adhere to creative brief and greater brand support..

## EDUCATION

### University of California, Davis, CA

Bachelor of Arts: Communication & Media Studies

Minor: Fine Art Photography

## Certificates

Google Project Management Professional Certificate

Hubspot Certificate