

# Alvaro Chacón

Senior Digital Producer

## Background

Over 9 years experience in project management, digital strategy, Internet marketing, client management and web development.

Solutions and goals-oriented, possess a broad understanding of different areas of digital production and strategy, advertising industries and outsourcing, have managed teams of up to 50 people at a global scale, using different technologies, agencies and integration processes.

Experience managing digital projects in North and South America as well as in the Asia–Pacific regions.

## Selected Experience

- 2013: **Senior Digital Producer and strategist**  
Zambezi Inc. - Coca Cola, Champs, 2K
- 2012 - 2013: **Senior Digital Producer**  
Enso Collaborative - Google
- 2011 - 12: **Senior Digital Producer**  
TBWA \ Media Arts Lab - Apple
- 2008 - 11: **Capability Management Director, Business Solutions Architect**  
avVenta Worldwide – Digitas, Carmichael Lynch, iCrossing
- 2007 – 08: **Senior Web Developer**  
avVenta Worldwide - AMEX, GM, Oakley
- 2005 - 06: **Aladata Management**  
SEO editor and copy editor

## Education

- 2010 **Software Requirements Specifications**  
certified at Cenfotec
- 2003 - 08 Economic Planning at “Universidad Nacional”
- 2002 - 05 Graphic Design for Web at Fundatec
- 1999 - 03 Industrial Engineering studies at the University of Costa Rica (unconcluded)
- 1998 International School graduated from: “Liceo Franco Costarricense”

## Specialties

- Management for global scale digital projects and budgets for Fortune 500 companies with resources spread across different countries.
- Building and maintaining relationships with clients with focus on the technical side.
- Digital strategy and feasibility analysis for fully integrated campaigns.
- Responsive web design and development.
- Requirements gathering, statements of work, software documentation and software development project management.
- Advanced HTML (XHTML + HTML5) and CSS skills (6 years experience).
- CMS Project Management: Alfresco, Fatwire, Drupal, Wordpress, Joomla and custom solutions.
- Working with existing and custom made JavaScript libraries.
- Process implementation and improvements in rapidly growing and changing environments.
- Selecting, working and evaluating offshore and nearshore digital production vendors.
- Fluent in English, Spanish and French, intermediate Portuguese.

## Contact

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