

João Vera-Cruz

Certified Agile Foundation & Practitioner PM, Computer Science Engineer, MBA

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Agile Project/Programme Manager

Certified Agile Foundation & Practitioner **Project Manager, Computer Science Engineer** and **Master in Business Administration**, offering more than **9 years** of experience in Digital Consultancy & Project Management.

Directs budgets and teams on international projects related to client solutions for a wide-range of products and services including **Web builds, WCM (AEM/CQ5), Mobile Web & Apps, Social Media** and **Web Analytics**.

Blends business acumen and comprehensive technical expertise to advance corporate objectives in ever-evolving technology markets.

Key Points of Interest:

- Adobe Experience Manager (former Adobe CQ5) consultancy and project management;
- **Agile & Waterfall delivery (70+ projects)**;
- **Handled £5M** per annum projects on a global account;
- Excellent **RAID** control & management;
- Strong **Software Development Life Cycle** foundation & practice;
- **JIRA, Basecamp, MS PROJECT and Merlin** expert level;

- **Native Portuguese ~ Fluent English, Spanish & French ~ Basic Catalan**;

PROFESSIONAL OVERVIEW

Radley Yeldar (www.ry.com)

July, 2014 – October, 2015

Digital Programme Manager / AEM Consultant (Contractor)

*Adding to previous role at Radley Yeldar, responsible for devising, organising and implementing high scale projects for Royal Dutch **Shell**. Deployed **shell.co.uk** website and now extending the design toolkit to **shell.com** website.*

More programme info. at <http://joaoveracruz.com/piloting-shells-new-digital-brand-experience/>

Radley Yeldar (www.ry.com)

April, 2013 – July 2014

Digital Project Manager / AEM Consultant (Contractor)

*Digital Project Manager/consultant for the multinational oil & gas company Royal Dutch **Shell**, providing Adobe Marketing Cloud expertise on the redesign of new Shell websites, delivering **Content Strategy, Taxonomy, User Experience, Visual Identity and Insights frameworks** with a **User-Centred Design** approach. Merged on a “**Google Labs**” environment, conducts **technical experiment** with the aim to leverage the use of existing tech. platform connecting the dots between **AEM** (former CQ), **Adobe Analytics** (former SiteCatalyst) and Adobe **Test&Target**.*

GREY (www.grey.co.uk)

May, 2012 - March, 2013

Lead Digital Project Manager

*Lead Project Manager for the World Wide automotive Spanish brand – SEAT S.A, handles £5 million per annum marketing campaigns on a **360° level**, ensuring global digital strategy, C.I, campaigns and new product launches are deployed and activated in TOP EU6 markets (Spain, Portugal, Italy, France, UK, and Germany) across **Web, Mobile, Social Media, e-mailings and TV**.*

***SCRUM master** on weekly meetings with creative, account management, project management, production and digital implementation teams and main point of contact with Digital & Interactive Marketing department on client side.*

- Overseen and mentors a team of **6 project managers**, ensuring projects are achieved within scope and budget;
- Managed an off-shore team of content-manager and developers based on **Agile Methodologies**.
- Provided training on the **Adobe CQ5** for new team members and new platform adopters on the client side;
- **Digital operations set-up** between Barcelona and London's office providing guidance, training, and support for the SEAT account;

NURUN (www.nurun.com)

2010-2012

Senior Project Manager

Manages digital operations between Madrid and Barcelona for SEAT S.A. account. Provides digital Marketing and Social Media solutions to local and international importers.

- Collaborated with a creative department and account managers to ensure quality delivery of front-end projects such as brand sites, mini-sites, corporate websites, mobile platforms and maintenance.
- Managed budgets for digital marketing campaigns valued at €1 million + per year.
- Overseen a multidisciplinary production team, setting deadlines and assigning human and technical resources.
- Ensured coordination between clients and project teams as well as communication with production director.

BLUEIT (www.blueit.es)

2009-2010

Software Engineer/Project Manager

Held dual role as a software engineer and project manager, directing six software engineers, one database analyst, and three front-end developers in the Data Exchange and Integration Department.

- Performed architecture analysis, set technological strategy, provided planning, and headed project delivery.
- Supervised software development through MS .Net Framework 3.5, Windows Communication Foundation, C#, and MS SQL Server 2005.

ALERT LIFE SCIENCES COMPUTING (WWW.ALERT-ONLINE.COM)

2006-2009

Software Engineer/ Junior Project Manager

Designed, developed, and implemented communication interfaces for clinical and non-clinical solutions.

- Delivered customised client-server architecture and web-based solutions utilising Web Services, HL7, XML, Windows Services, WCF, WPF, ASP.NET, MS SQL Server, Oracle Database, C#, and Visual Basic.
- Improved cost savings, data integrity, and data analysis by providing a paper-free solution for patient records.

MYPARTNER HEALTHCARE

2006-2007

Software Engineer

Managed multi-platform healthcare systems integration by using multiple applications such as Oracle and SQL databases, HL7 and XML for web development, and ERP systems.

- Developed integration between ERP and CRM solutions; retained during acquisition by ALERT in 2006.
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EDUCATION

International MBA

ESERP Business School, Barcelona – Spain: 2009-2011

MS, Computer Science Engineering

Porto Superior Institute of Engineering, Oporto – Portugal: 2001-2006

CORE STRENGTHS & TECHNICAL SKILLS

- Agile Methodologies ▪ Project Management ▪ Business Analysis ▪ Planning & Budgeting
- Client Relations ▪ Product Life Cycle Management ▪ Technology Evaluation
- Product Versioning ▪ Training & Team Development

- Adobe AEM/CQ5 ▪ EAI ▪ XML ▪ Java ▪ MS SQL Server ▪ JIRA ▪ .Net
- ASP .Net ▪ C# ▪ C/C++ ▪ VB.Net ▪ ERP ▪ CRM ▪ LINQ ▪ SharePoint ▪ Oracle

OTHER RELEVANT INFORMATION

- Certified ATERN AGILE Foundation & Practitioner Project Management;
- Microsoft Certified Professional (MCP) – Developing & Implementing Web Applications with .NET C#;
- Awarded 4th place among 120 candidates in the 2006 Imagine Cup for developing a project using Visual Base.Net, SQL Server, and Crystal Reports;
- Holds an European Driver's License;