

GUILLERMO HERNANDEZ SORIA

Digital Producer

Mobile: 0426 546 940

guillermo.h.s@me.com

SUMMARY

Experienced Digital Producer with a background in engineering and 7+ years experience leading medium-to-large sized projects and teams. Seeking to keep gaining experience and skills within the digital industry in a team that allows me to develop and apply my creative, technical and management skills.

PROFESSIONAL EXPERIENCE

Digital Producer

Luminary Digital

Dec 2018 – Mar 2020

Melbourne, VIC.

- Taking on the fourth largest account in the agency with a \$800k yearly retainer budget.
- Implemented and defined Agile ceremonies as part of the account's transformation.
- Weekly catch up at client's site to discuss governance, compliance and finance updates.
- Acting as business analyst in order to document internal processes and defining priorities within the company's roadmap.
- Drafting Statements of Work for new projects.
- Projects -
 - **Construction** - Maintaining a custom-made CMS (.NET/SQL server/MS Azure) as well as integrating new third parties (Fleet GPS tracking, weight-in-motion and Xero)
 - **Government** - Royal Commission - Website build (Kentico 11, ReactJS)
 - **Legal** - Website redesign for legal firm (Kentico Kontent + Gatsby.JS)

Digital Project Manager

Digital Noir

May 2018 – October 2018

Adelaide, SA.

- Managing 10+ concurrent web and iOS projects using a Scrum/Agile and mobile-first approach.
- Analysing technical data/requirements in order to break down projects and build backlog.
- Develop and document projects' roadmap.
- Managing clients' backlog and planning it with two-weeks sprints ahead.
- Run weekly and monthly meetings to review the internal budget.
- Develop user stories and users flows in order to meet use cases.
- Testing UI/UX design against user stories and provide feedback.
- Project scoping and break down.
- Vendors liaison and management.
- Leading and supporting a 10+ people team (resources management) - Introduced a resources management system within the project management flow, giving the director visibility of the following two weeks workload of each resource.
- Defining technical and functional scope for proposals and SOWs.
- Defining rollout strategy with clients.

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Digital Project Manager

Good Dog Design

December 2014 – May 2018

Adelaide, SA.

- Serving as Digital Project Manager for 5 active accounts using a Scrum/Agile approach. My clients were a variety from multinational corps, to not-for-profit organisations.
- Develop and maintain a detailed project plan for each individual account.
- Providing UX input for most projects - from preparing users' workshops, testing results and prototyping solutions.
- Running ongoing internal project meetings, including weekly status check-ins and daily stand-ups.
- Review project budgets and resolve discrepancies, requirements gathering, and overseeing project teams and client deliverables.
- Develop functional requirements documentation to ensure final solutions mapped to identified business needs.
- Develop digital multi-platform products for all screen sizes, mainly using a Ruby on Rails/AWS/PostgreSQL combo for web setups, iOS (swift and objective-c) and Android.
- Educate clients and their internal stakeholders with digital strategy best practices.
- Analysing data from Google Analytics and Tag Manager in order to understand users flow.
- Set and maintain the allocation of SOW budget.
- Generate project's monthly performance reports - usage, ranking and production.
- Rapid wireframing development using bootstrap and other technologies/tools.
- Managing cross-functional teams as well as freelance/offshore resources.

Project Manager Officer

Internet Móvil Cancun

January 2014 – September 2014

Cancun, Mexico

- Developed and led the Project Management Office - had a team of three junior PMs under my direction.
- Improved projects' delivery in 80%.
- Evangelised 20+ colleagues on how to interact with the PMO flows and systems.
- Planning and directing a wide variety of internal and external projects, from software development (web and client/server apps) and digital design to IT infrastructure sizing.
- Planning two-week sprints ahead and providing weekly and monthly status reports for CEO.
- Requirements gathering.
- Whilst developing IT infrastructure solutions were the core business and main cash-flow entry for the company (one of Dell's top-10 premium partners in Mexico), I promoted the software development area and increased its revenue by 11x in only eight months.

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Product Manager

Diverza Información y Análisis

September 2011 – April 2013

Monterrey, Mexico

- Diverza is one of the largest e-invoicing service providers in Mexico, stamping/clearing +200k invoices per minute, which means we needed to maintain a 99.999% service availability to comply with Mexico Taxation Office (SAT) requirements and demand of our clients.
- My main focus was to develop digital solutions (web & iOS) for clients that needed to integrate their online purchases system with our stamping/clearing system so that they can send invoices to their clients and a deliver clearing receipts to SAT simultaneously.
- Ensuring the effective delivery of complex digital projects within budget, time and resources allocation.
- Using an Agile approach using project management methodology including daily stand-ups meetings.
- Wireframing UI/UX solutions.
- Documenting API
- Coordinate user acceptance testing (UAT).
- Maintain allocation of SOW budget.
- Deliver monthly project status reports.
- Managing three to five accounts simultaneously.
- Meeting timeline milestones.
- Overseeing the day-by-day operation.

Change Management Officer

Cemex Mexico

Oct 2009 – August 2010

Monterrey, Mexico

- Accountable for assessing and approving software development changes throughout the organization. My main focus was to prevent something from going wrong during the release of those changes.
- Thoroughly assessment of web app and server-based applications changes (PHP, JAVA & SQL, API, as well as frontend updates)
- Coordinating releases of new digital products.
- Planning product's rollout while keeping all stakeholders informed.
- Risk management.
- Developing use and test cases.
- QA'ing all new changes put on the staging environment.
- Taking the final decision on whether a change should be approved or rejected based on the performed assessment.
- Negotiation with clients (product managers) in order to propose the best approach to apply a desired change.

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Incident Management Staff

Hewlett Packard Mexico

December 2007 – October 2009

Monterrey, Mexico

- Management of local data centre services, encompassing email and app servers.
- Scheduling a weekly agenda for on-site services – Had a pool of +12 on-site engineers to support the local area's clients.
- Tasks and resources management.
- Documenting the project's progress and creating final tech-memory.
- Suppliers management.
- Accountable for sizing/estimating new internal projects in coordination with Mexico City's headquarters.
- Requirements gathering.
- Delivering weekly and monthly reports for stakeholders.

TOOLBOX

Business & Management Tools:

Asana, Trello, JIRA, Basecamp, MS Project, IBM BlueWorks Live, Harvest, Forecast.

Wireframing, Design & Prototyping:

Sketch, InVision, Craft, Proto.io, Adobe CC, Omnigraffle Pro, MS Visio, Bootstrap.

Languages and programming:

JavaScript, CSS, Ruby on Rails - Basic knowledge of ReactJS and NodeJS.

Content Management Systems:

Kentico 10/11/12, Kontent, Sitecore (basics)

PERSONAL

Birth: 22nd October 1982

37 Age

EDUCATION

Bachelor of Science in Electronic Engineering (Communications Systems)

Laguna Institute of Technology (2006)

Torreon, Mexico.

LANGUAGES

Native Spanish