

Gaasterlandstraat, 1079RH

+31 626 275313

josetirado70@gmail.com

/josetirado70

www.josetiradogalan.com

# JOSE A. TIRADO GALAN

## HEAD OF INTEGRATED PRODUCTIONS

### PROFILE

Please check my portfolio at [www.josetiradogalan.com](http://www.josetiradogalan.com)

Marketer with 12 years of experience in leading and producing global integrated campaigns from strategy through to inception and execution for major global brands. My clients have included Philips, Uber, GSK, Microsoft, P&G, Philips, Toyota, HSBC, among others. Proven capability of managing and working with large cross-cultural teams.

### WORK EXPERIENCE

#### Head of Integrated Production / Edelman

Amsterdam / July 21 – Present

- Collaborate with the Accounts Directors and ECD to map the current campaign needs from a messaging creative and production perspective.
- Heads up producers team. Mentor and guide junior members of the team through their career paths.
- Develop individual campaign project timing plans from ideation to delivery, and supervise the junior producers that carry out the tasks.
- Work with the strategy team to analyse data and insights to elaborate the best creative concepts and messaging for the clients.
- Creation of integrated budgets to execute the campaigns from ideation to final delivery.
- Manage third party agencies to ensure a smooth planning and development of campaigns.
- Facilitate production scoping processes, and negotiate costs with third parties to align with client budgets.
- Inputs in weekly internal status to assess progress, flag issues, and report updates.
- Manages and allocates production resources accordingly, including coordination of teams in EMEA offices/ countries.
- Ultimately responsible for managing the timely delivery of campaigns in line with timings/budgets.
- Actively supports creative ideation across all campaigns BTL and ATL.
- Handle ongoing client-facing relationships as an agency production expert.

My key achievements include:

- I led the production of the launch of 2 new products for our client brand, Polar. The launch of Ignite 3 and the new Pacer Pro were revealed to media and the public in a virtual event that allowed all the stakeholders to engage in real time with our host, and solve all their questions about the new products. Both events had more than 200 media representatives attending the event in 2 different time slots.
- I also led the production of "The Future of Work" video campaign that was used as a corporate manifesto by Microsoft in the Netherlands so set up the leadership in asynchronous work. The campaign has won 2 bronze awards for best use of video in communications.

#### Senior Integrated Producer / MediaMonks

London / September 18 – June 21

Working in as lead producer managing several junior producers and being the main point of contact for all internal and external stakeholders. The projects developed were mostly between 500K to 1m in different capabilities such as experiential, films, social media, digital display, animation, online events or VR and AR.



I led the delivery of campaign outstanding brands such as Real Madrid, Uber, Lufthansa or HP.

My key achievements include:

- Managing execution of creative assets and consumer experiences for Uber HQ in 27 markets in 19 different languages for Uber HQ. Delivered TV, Cinema, Print, Programmatic Digital Display and Social Media. This project was a benchmark that allowed MediaMonks to set up the account ways of working and the workflows for similar projects.
- Accelerating the launch of a new digital tool with Image recognition for Lufthansa, leading to a second phase rollout on the website to 11 new markets across the globe.
- Organise the team, establish the production workflow and lead the Global campaign for Dulco that was launched across 17 markets and included TV, Digital Display, Social Media, youtube, eCommerce assets and Print key visuals.

### **Digital Project Manager / Grey London / March 16 – August 2018**

Working in project management and strategy role reporting to several heads of departments and resourcing managers to monitor overall resource allocations and ensuring deliverables meet high quality standards and deadlines. In charge of the overall scope and budget during the whole lifecycle of the projects.

I delivered digital marketing campaigns, leading on development and execution for some of the client's highest profile campaigns. Working with well-known brands such as Sensodyne, Tuborg, Parodontax and Pronamel.

My key achievements included:

- Led the Tuborg digital marketing campaigns that reached an average increase in sales of 5% per market.
- Managing and negotiating contracts with third party vendors contributing to the projects from overseas, and achieving price reductions of up to 25 per cent.

### **Digital Producer / Saatchi & Saatchi London / July 14 – March 16**

Delivering several digital projects from conception through delivery for a wide range of clients such as Toyota, HSBC, VISA, Weight Watchers, EE, among others.

My key achievements include:

- Led the launch of a programmatic campaign for Toyota which included the launch of over a thousand deliverables every quarter. This campaign led to a 2% increase conversion rate.

### **Account Manager / Hello World Productions London / May 12 – July 14**

Developing brand-building strategies and ideas for clients such as Dove, Nokia, Saga holidays, Citroen, PlayStation, YouTube, among others.

Managing from brief to delivery all kind of projects, digital display, Facebook apps, mobile apps, websites, digital outdoor media, OOH, Print...

### **Intern Affiliates Executive / Madbid.com London / Jul 11 – Sep 11**

### **Media Planner Buyer / El País Madrid / Oct 08 – July 09**

### **Marketing Assistant / IECISA Madrid / Jan 08 – Aug 08**

---

## LANGUAGES

Spanish: Native / English: Fluent

---

## TECHNICAL SKILLS

- Adobe Suite: Photoshop / After Effects / Indesign / Illustrator / Flash / Premiere
  - Ad Servers: DoubleClick / Sizmek / Flashtalking
  - HTML / CSS / JavaScript
  - Microsoft Office; Google Suite
- 

## EDUCATION

London School of Marketing / 2012  
Master degree / CIM Diploma in Managing Digital Marketing

Rey Juan Carlos University in Madrid / 2011  
Bachelor degree / Advertising and PR

Complutense University in Madrid / 2007  
Master degree / Advertising Creativity and Planning Strategy

Complutense University in Madrid / 2006  
Bachelor degree / Audiovisual Communications