

Miguel Schertel

Operations, Projects and Digital Communications

Porto Alegre, Brazil (available in the UK) | miguel.schertel@gmail.com | +55 51 98017 2460 | British, German and Brazilian citizen

PROFILE

Operations and projects professional with **over 10 years of international experience**, built in London. I adapt quickly to any environment and **make operations work better**, whether setting something up from scratch or improving what is already there, bringing together people management and digital solutions, increasingly with AI. For the last five years I have been the **director's right hand** at Discovery Capital, a London strategy and fundraising consultancy, responsible for the digital operation of **four companies** and for projects for clients such as **Anglo American and Vale**. Throughout my career I have **led teams in very different settings**: in the field, at mining operations in Latin America and Africa; at major events and attractions in London, such as **Glastonbury** and the launch of the **BBC's** immersive attraction; and remotely, coordinating local teams and suppliers across several countries.

SKILLS

- **Applied AI and bespoke solutions**: turning business needs into custom tools with AI, from market intelligence platforms to dashboards and websites, from concept to delivery
- **Project coordination**: clients, remote teams and suppliers across several countries; agendas, minutes and action tracking with directors and boards
- **Systems and data**: systems, data and information security for small businesses, including Microsoft 365
- **Event operations**: crowd flow, capacity control, accreditation, access control and internal traffic
- **Team leadership**: on-site and remote teams, in the field, at events and on projects; rotas, training, delegation and liaison with clients and management
- **Communications**: websites, visual identity, press releases, video and podcasting

PROFESSIONAL EXPERIENCE

2021 – present

Digital Communications and Operations Manager (self-employed consultant)

Discovery Capital and Reality Check Systems · London (remote)

London strategy and fundraising group for mining, energy and biotechnology companies. In 2021 I resumed a working relationship that began in 2017 at Reality Check; the scope grew from the mining projects to the digital operation of four companies and direct support to the director.

- **Reality Check Systems (2021 – 2024)**: coordinated, remotely, the local teams that produced virtual site visits of Anglo American and Vale mines, such as Quellaveco (Peru), used to present the assets to investors; restructured the platform, cutting operating costs by **more than 75%**, and redesigned the website
- **AI market intelligence**: built the **Intelligence Hub**, a platform that monitors the market and produces newsletters for Discovery Capital
- **U.S. Green Magnesium (USA)**: created the company's visual identity and new website, launched alongside the announcement of a **U.S. Department of Energy** grant, and ran the weekly project meetings with the Chief Scientific Officer
- **Lion Camp (Zambia)**: set up and managed the virtual data room used in the sale of the lodge
- **Jean Boule Group**: managed IT and Microsoft 365 for the group and related companies, and led the handover of all USGM data and systems when control of the company changed
- **Director support**: communications, agendas and minutes, the monthly *Building the Future* newsletter and logistics for international conferences

Dec 2020 – Jul 2021

Test Centre Manager (COVID-19)

Greater London Authority, with Hub Logistics and Tower Hamlets · London

- Managed the flagship lateral flow test centre of London's emergency response in Canary Wharf, leading a team of **more than 10 people** until it became the **busiest site in East London**
- Coordinated the operation between the site team, Canary Wharf management and Tower Hamlets Council, ensuring strict compliance with DHSC testing protocols

Sep 2020 – present

Freelance Web Designer

DirtCheapWebsites · London

- Build and maintain websites for consultancies, small businesses and organisations in the UK and Brazil, including an SEO migration and integrations for Fulbright Brasil

2017 – 2018

360° Photographer and Video Producer

Reality Check Systems · South America, Central America, Africa and the UK

- Led local teams in Latin America, bridging the language gap, worked in hazardous conditions following health and safety protocols, and reorganised post-production to deliver a **daily review** to the client
- Captured virtual site visits in the field at mines on three continents: **Pueblo Viejo and Lagunas Norte** (Barrick, Dominican Republic and Peru), **Syama** (Resolute, Mali), and the **Bindura** smelter complex and **Trojan** nickel mine (Zimbabwe)
- Worked on the pilot project at Dolaucothi Gold Mines (National Trust, Wales), which helped launch the company

Earlier experience (2017 – 2018): Creative Content Manager at Cineflow (now UAVHUB), building 360° and virtual reality services for a major UK retailer; Project Assistant on drone inspections of **more than 15 wind farms** for EDF Energy, with working days **50% shorter** than the previous year.

EVENTS AND VISITOR ATTRACTIONS EXPERIENCE

Jun 2025

Internal Traffic Supervisor

Glastonbury Festival (via Ethical Staffing) · UK

- Supervised a zone of **around 12 people** within an internal traffic operation of **more than 100 staff**, at a festival with **over 200,000 people** on site
- Led the team on **12-hour shifts** for **12 consecutive days**, managing the movement of artist, supplier and production vehicles and accreditation checks in restricted areas

2024 – 2026

Front of House Supervisor

The Paddington Bear Experience · London

- Led a front of house team of **more than 10 people from opening day**: rotas and position rotations, training, coordination with the cast and liaison with management

Mar 2023 –
Feb 2024

Front of House Supervisor

BBC Earth Experience · London

- Joined the launch team of the BBC's award-winning immersive attraction and was **promoted to supervisor**, leading shift teams of **more than 10 people**, managing capacity, queues and safety protocols

Other festivals: Brockwell Live, London (2023 and 2024), VIP gate supervisor, leading and training the team; British Summer Time Hyde Park, AEG Presents (2019), VIP guest liaison, coordinating artist arrivals, internal transport and accreditation.

PERSONAL PROJECTS

- **GlastoCast Podcast** (creator, creative director and co-host, 2019 – present): a podcast about Glastonbury Festival with **over 30,000 downloads**, a five-star rating, **#3** in the Apple Podcasts trending charts and **top 5% on Spotify**; the episode on volunteering was endorsed by Oxfam Festivals
- **Kind Sir Productions** (co-founder and director, 2015 – 2017): video production company for brands, small businesses, charities and artists; directed film crews, budgeted each shoot and closed sales

EDUCATION

- **BA (Hons) Media Practice: Film & Broadcast**, London Metropolitan University, 2012 – 2015. 2:1; dissertation selected for the university's summer exhibition
- **Journalism (not completed)**, Federal University of Rio Grande do Sul (UFRGS), Brazil, 2006 – 2009. Content assistant on the team that launched zerohora.com, the website of southern Brazil's leading newspaper

LANGUAGES

Portuguese (native) · English (fluent) · Spanish (basic)