

# Miguel Schertel

## BA (Hons) Media Practice: Film & Broadcast

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### PROFESSIONAL PROFILE

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An accomplished **Digital Marketing** and **Content Production** specialist, with **5+ years of experience** successfully leading, strategising and executing creative digital marketing and video production projects to optimise organisational outreach strategies and deliver growth. A digital allrounder with proficient **project management** expertise with a flare for delivering creative content which engages wide-ranging social groups and provides a 'wow' moment. Seasoned in developing strong relationships with colleagues, clients and key stakeholders in multicultural, cross-functional settings, with a spirit for exceeding targets. Highly committed with a hands-on approach, seeking to utilise my experience to explore new creative and digital opportunities for a forward-thinking organisation.

### CAREER HIGHLIGHTS

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- Launched the GlastoCast Podcast which peaked at **#3 on Apple Podcasts** trending charts, receiving **30,000+ downloads**
- Developed a strong client base for **WordPress** websites, collaborating with SMEs to support their online presence
- Pioneered advanced 360 Virtual Reality technology to create **cutting-edge** content for clients

### EXPERTISE

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Content Creation | Digital Marketing | Photography and Digital Video | Project Management | Digital Channels | Marketing Strategies | Social Media Campaigns | Podcasts | Analytics | SEO | Website Development | Webdesign | Email Marketing | Stakeholder Management | Communications | Client Engagement | Networking |

### KEY SKILLS

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Problem Solving | Creativity | Leadership | Team Collaboration | Time Management | Multitasking | Attention to Detail | Critical Thinking | Decision Making | Adaptability | Self-Motivated | Articulate Communication | Entrepreneurial Spirit | Ability to Build Rapport | Multilingual (English, Portuguese and Spanish)

### TECHNICAL SKILLS

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Premiere Pro, Photoshop and other Adobe Creative Cloud apps | Google Analytics | Social Media Management and Marketing | YouTube | Content editing and publishing with with CMS | Wordpress | CRM | Microsoft Office Suite |

### PROFESSIONAL EXPERIENCE

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Digital Marketing & Web Developer (Founder) | Dirt Cheap Websites | London, United Kingdom August 2020- Present  
www.dirtcheapwebsites.co.uk

- Harmonised clients' website **UX** and **UI** of proposed websites; liaising with clients through consultation, developing creative mock designs which align with the clients' brand and final inception on **WordPress**
- Coordinated the full sales cycle process of web development service; generating new **leads** through social media campaigns and email campaigns, providing a free consultation and upselling the benefits of a cohesive digital strategy
- Target and liaise with decision makers through telephone calls and virtual meetings to create new contacts and build the **sales pipeline**

Creative Director | GlastoCast Podcast | London, United Kingdom 2019- Present  
www.glatocast.co.uk

- Created, produced and co-hosted the podcast, peaking at **#3 on Apple Podcasts** trending charts, achieving **30,000+** downloads and **five star** rating
- Pioneered the launch of an innovative podcast targeting festival enthusiasts, focusing on first-hand experience, research and stories behind Glastonbury Festival
- Managed the team through conceptualisation and the production process, providing support and technical assistance to ensure efficient collaboration
- Initiated and managed the production process; overseeing audio production of each episode, recording and editing, providing quality control and pitching new concepts for the shows
- Conceived the episode 'Volunteering at Glastonbury Festival' which was **endorsed** by Oxfam Festivals
- Ingrained digital strategies and publication materials (including blogs) to support the growth of the podcast, developing a strong following and social media presence
- Utilised REAPER digital audio workstation for audio production of podcast coinciding with self-hosting managed with WordPress to optimise efficiency of podcasting hosting

Creative Content Manager | UAVHUB | London, United Kingdom  
www.uavhub.com

Sep 2017- Apr 2018

- Promoted the company (formerly Cineflow) comprising an innovative service which utilised emerging technologies to deliver **360 Virtual Reality** in corporate production to deliver a unique perspective and build successful brand awareness
- Researched advanced technologies in line with the market, collaborating with department team members to improve clients' experience; developing a new 360 photography and Virtual Reality service with same day post-production delivery
- Developed key workflows to improve management **efficiency** across all marketing and communications material
- Created content on key creative campaigns for a large UK retailer, liaising with company representatives to ensure consistency with the brand and achieve the overall campaign objective

Virtual Reality Photographer & Video Producer | Reality Check Systems | South & Central America/ Africa 2017-2018  
www.realitychecksyste.ms.co

- Worked closely with the managing director to develop a proof of concept from inception; spearheading a trial on a National Trust site, implementing the **creative direction** and execution of **video** and **photography** in various locations and challenging **lighting conditions**
- Catapulted Reality Check Systems from being a start up company to a fully operational and proven concept; creating material for the virtual reality platform, utilising **GoPro rig** with **360 photography stitching** (Kolor Autopano Giga) and retouching (Adobe Photoshop)
- Governed and oversaw the production strategy through robust **project management**, task delegation and mediation
- Provided expertise of photography in demanding conditions; leading a team in Zimbabwe and **overseeing production** in hazardous environments, working to achieve the client's objective
- Streamlined post-production processes to enable daily updates to be presented to and evaluated by the client
- Engaged proactively in all technical roles, capturing audiovisual material and assisting in the creation of virtual visits for industrial sites
- Utilised bilingual expertise to facilitate communication between local teams in South and Central America
- Conducted rigorous risk assessments to capture all content under hazardous conditions, adhering to all Health and Safety protocols

Video Producer (Co-founder & Director) | Kind Sir Productions | London, United Kingdom 2015- 2017  
www.kindsir.uk

- Founded and partnered with SMEs, charities and artists in the planning and execution of creative digital content to deliver brand recognition and drive the roadmap for future initiatives
- Instrumental in the planning, designing and pitching of **digital productions**; working closely with stakeholders to ensure campaigns align with business objectives
- Networked and **pitched** innovative, creative digital content to businesses and brands, securing new clients for the business
- Tackled a highly competitive market segment by developing a bespoke offering of 'plug videos', providing 90 seconds of advertising for the social media channels of independent and local businesses
- Instilled confidence through **leadership** of the team; directing crews and **managing budgets** rigorously to maximise ROI
- Revitalised and maintained the company's website and social media channels, closely monitoring metrics to assess performance and lead brand direction
- Developed a well-rounded entrepreneurial skill set from managing the business from launch; team leadership, business management, accounting, client management, marketing, sales cycle management.

## ADDITIONAL EXPERIENCE

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Experienced working across various music and creative festivals in fast-paced environments, interacting with guests and managing a number of projects; working across a wide range of production, marketing and logistics roles.

VIP Guests Liaison, Production | AEG Presents, British Summer Time Festival | London Hyde Park July 2019- July 2019  
www.bst-hydepark.com

- Liaise with security team of celebrities and notable guest, providing logistical support for arrival and departures at events
- Arranged internal transportation and accreditations, collaborating effectively with the festival production and ticketing staff
- Coordinated with managers to accommodate requirements of guests, going above and beyond for last minute requests

## CONTINUOUS PROFESSIONAL DEVELOPMENT

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Raindance | Technical Foundation Certificate 2014  
Power of DSLR, Power of Sound, Power of Editing, Power of Lighting, Power of Practical Effects

Raindance | Saturday Film School 2013

## EDUCATION

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BA (Hons) Media Practice: Film & Broadcast | London Metropolitan University 2012- 2015  
Grade: 2:1

*Dissertation: Obliterating the Frame: The Sensorial Films of Steve McQueen*

- Dissertation was selected to be displayed at two Summer Exhibitions
- Material was published on an international database of authored work, allowing visitors to reference findings