

Christopher Belgrave

Senior Project Manager / Producer in Advertising

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Professional Summary

Experienced Project Manager/Producer with over 15 years in the advertising industry, specializing in digital innovation and operational efficiency. Expert in managing relationships with global brands and championing cutting-edge technologies such as AI, AR, 3D, and VFX to drive digital transformation while delivering tangible results that exceed client expectations.

Professional Experience

Senior Project Manager EMEA

Craft Worldwide

May 2023 - Nov 2023

- Led transformative projects across EMEA, enhancing digital innovation and operational efficiency
- Managed the Maybelline ChromaVerse AR game, setting a standard for interactive brand experiences
- Championed cutting-edge technologies (AI, AR, 3D, VFX) for digital transformation
- Led AI Prompt training workshops
- Streamlined operations through offshore team setup and AI workflow automation

Product/Project Manager

BELGRAVE DIGITAL LIMITED • Freelance

Oct 2011 - May 2023

- Produced and project managed dynamic HTML5 rich media banners/email campaigns for agencies including Bossa NYC, AMV BBDO, Hogarth WW, BBH, Digitas LBi
- Managed high profile client campaigns for Apple, Sainsbury's, Galaxy Chocolate, BT, Emirates, British Airways, L'Oreal, and Vauxhall
- Led website redesign, CMS and build for gacaribbean.com, uk.mixa.com for L'Oreal & SUV car configurator visualiser for Vauxhall

Senior Project Manager : OpenX

WPP · Freelance

Dec 2021 - Oct 2022

- Led end-to-end project management for global campaigns across The Coca-Cola Company's portfolio
- Coordinated seamless creative delivery by facilitating collaboration across multiple WPP-owned agencies

Senior Producer

R/GA · Freelance

Jun 2021 - Oct 2021

- Led digital delivery and internal operations for Allianz UX internal redesign project
- Set up Jira/Confluence workflows, SOWs, and daily Agile standups
- Delivered multi-sprint planning using Figma, Miro, and UX design tools

Product Manager (Freelance)

Sennep

Jul 2019 - Mar 2020

- Product managed development and design of Lumi app by Roli for iOS and Android
- Managed React Native and Unity sprints with internal + offshore dev teams
- Oversaw API and UX integration in 2-week agile delivery loops

Key Skills

Project Management

Digital Production

Artificial Intelligence (AI)

AR/VR/3D Technologies

Digital Media & Strategy

Social Media

Digital Marketing

Agile Methodologies

CRM & Email Campaigns

Rich Media Production

eCommerce Development

UX/UI Design Management

Video Production

Tools & Platforms

Jira/Confluence

Figma/Miro

Adobe Creative Suite

React Native/Unity

HTML5/CSS/JS

Notable Clients

Luxury & Fashion: Jimmy Choo, Burberry, Dolce & Gabbana, Patek Philippe, Diesel, Dunhill

Technology & Media: Microsoft/Skype, BBC, UKTV, BT, Mitsubishi, Roli

Consumer Goods: L'Oréal/Maybelline, Coca-Cola, Unilever, Halifax Bank, Virgin Media, Emirates