

Henrik Gerard VELNOM

I'm excited to explore new opportunities that will allow me to continue growing and embracing new challenges. My time at Brand Cloud has been a period of significant professional development, where I gained broad experience across various departments, roles, and areas. Please find my detailed experienced listed by the level of responsibility and impact over 8 years at Brand Cloud.

Experience

2017-06-12 → current: Brand Cloud inc. (Vector Group)

Esports Division, Burning Core, League of Legends Professional Esports Team

- **Stakeholder Communication:** Liaising effectively with team owners, investors, league organizers, and game publishers.
- **Scheduling & Logistics:** Planning and organizing practice schedules, bootcamps, travel arrangements (flights, accommodation), tournament registration, and competition logistics.
- **Brand & Public Relations:** Representing the team to media, sponsors, and the public; managing social media presence; coordinating content creation.
- **Compliance:** Ensuring adherence to league rules, regulations, and fair play policies.
- **Sponsorship Management:** Identifying, securing, and maintaining relationships with sponsors; ensuring deliverables are met.
- **Talent Development Pipeline:** Building systems for identifying and nurturing new talent.
- **Player Welfare:** Monitoring player health, well-being, and mental state; addressing burnout; facilitating access to sports psychologists or physical trainers.
- **Mental Fortitude Training:** Helping players manage pressure, maintain focus, and bounce back from losses.

Achievements

- **LJLCS 2018 Spring:** Won the League of Legends Japan League Challenger Series, finishing 1st with a 8 wins and 2 losses record.
- **LJLCS 2018 Spring Promotion:** Qualified for LJL 2018 Summer with a 3-1 win against *Rascal Jester* by winning the promotion tournament.
- **LJL 2018 Summer:** Finished 4th and maintained the team in the Japanese 1st division.
- **2018 Asian Olympic Games:** Sent a professional player to represent Japan in Jakarta as main starter for the League Of Legends team.

Overseas Business Team Lead

Operations Department

- **Market Development:** Identify and evaluate overseas market opportunities.
- **Project Management:** Supervise international projects, ensuring delivery on time.
- **Internal Collaboration:** Work closely with internal teams (sales, operation, development) to ensure effective coordination.
- **Staff Management:** Supervise, and motivate local and international teams to achieve business objectives.
- **Sales Training:** Formed and trained a 3-person international sales team to drive market expansion.
- **Contract Negotiation:** Negotiate contracts and agreements with international partners.
- **Compliance:** Ensuring project are in adherence to company rules,
- **Problem-Solving:** Identify, analyze, and resolve issues arising from international operations, ensuring minimal disruption to business activities.

Achievements

- **Business Development:** Shaped and implemented a marketing strategy for business development in the USA, enabling the acquisition of our first 10 clients.
- **Service Expansion:** Added 2 new services to the company's offerings by identifying and contracting with international partners.
- **Diplomatic Relations:** Addressed a French business presentation speech in front of African countries Ambassadors in both 2023 and 2024.

Experience

Web Design Team Lead

Development Department

- **Leadership & Team Management:** Led and mentored a team 1 Japanese, 1 Chinese and 3 Bangladeshis UI/UX designers, fostering a collaborative and high-performance environment.
- **Project Management & Strategy:** Oversaw the full lifecycle of web design projects from concept to launch, ensuring alignment with client objectives and business goals.
- **Team Training:** Recruited, onboarded, and trained new web designers, integrating them seamlessly into existing projects and team dynamics.

- **Design Adaptability:** Established and enforced current trends, best practices and design standards across the team to maintain brand consistency and design quality.
- **Internal Collaboration:** Work closely with internal teams (sales, operation, engineers) to ensure effective coordination.
- **Problem-Solving:** Identify, analyze, and resolve issues arising from each projects, improving the flow between project managers, engineers and designers.

Achievements

- **Team Efficiency:** Enhanced team efficiency by 50%, enabling designers to create design proposals in one week (previously two weeks).
- **Internal Project:** Led the successful launch of the company's official US website, ranking up in TOP 3 for 3 different keywords.

Digital Marketing Back-Office

Operations & Development Department

- **Instruction Follow-up:** Received and implemented instructions from the sales manager and CEO.
- **Client Reporting:** Reported to clients in both Japanese and English, ensuring effective bilingual communication.
- **Customer Success:** Actively participated in meetings with clients, contributing to client relationship management.
- **SEO Consulting:** Conducted comprehensive SEO audits and provided strategic advice to clients.
- **UI/UX Design :** Designed websites and applications tailored to clients' needs.
- **Creative Production:** Redesigned internal documents and created logos and banners for clients.

Achievements

- **Tokyo Girls Collection:** Designed visuals featured in the Tokyo Girls Collection 2020 for *Rustal*, a women fashion brand.
- **2018 MVP of the Year Nomination:** Recognized for exceptional contributions within Vector Group.
- **Brand Image:** Improved overall online brand image on Google by 60% for over 10 clients.
- **Automated Progress Report Tool:** Produced independently and entirely a progress reporting application's design, currently shared to over 100 clients.

Personal info

Birthday: October 3rd, 1992

Nationality: French

Work Permit: 5 years - 2029/12/13

Visa Type: Engineer/Specialist in Humanities/International Services

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Location: Tokyo, Taito City

Skills

Composed Decision-Making: Ability to remain calm and think clearly to find solutions, even in challenging situations.

Collaboration and Leadership: Trusted by colleagues and juniors, fostering teamwork while taking initiative when needed.

Empathy and Consideration: Thoughtful and attentive to others' perspectives, ensuring respectful and thorough communication.

Responsibility and Execution: Committed to delivering results with accountability and follow-through.

Tools

Asana, Jira

Chatwork, Slack

Ahrefs, SEMrush, Keywordtool

Google Analytics, Search Console, Google Ads

ChatGPT, MistralAI, Gemini

Wordpress, Studio, Wix

Adobe Illustrator, Photoshop

Figma, Invision

Office (Excel, PPT, Word)

Languages

French: Native

Japanese: Business Level

English: Business Level

Spanish: Advanced Beginner

Education

2015 | Bachelor - Japanese language and civilization INALCO, Paris, France

2010 | Baccalaureat - Industrial Science and Technology Jean Jaures, Chatenay-Malabry, France

Certifications

2025 | Digital Marketing Training D-Marketing Academy, Tokyo, JAPAN

2013 | Language program - Japanese Proficiency (N2) Meiji University, Tokyo, JAPAN

2011 | Language program - English Proficiency (C1) EMBASSY CES (Now EC Embassy), New-York, USA

