

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 responsability 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 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

**E-mail:** [henrikvelnom@gmail.com](mailto:henrikvelnom@gmail.com)

**Phone:** (+81)80 7943 3102

**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

