

Manuel Espinosa

Creative Project Lead | Digital Operations & Production Systems

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PROFILE

Creative Project Lead combining design thinking with AI-assisted process automation to deliver measurable efficiency gains and scalable brand operations across cross-functional teams.

EXPERIENCE

Creative Operations System Designer — Confidential SME, Italy

June 2025 – Present

- Reduced manual tracking workload by 260+ hours/year through automation architecture redesign (Google Sheets, Forms, Apps Script)
- Prevented recurring revenue leakage (~5 unpaid orders/month) via structured order validation workflows
- Built digital inventory management and multi-department dashboard systems, standardising pricing and margin logic

Creative & Operations Lead — Pubblica_Lab, Teramo, Italy

April 2024 – Present

- Directed 15 annual cultural programs; managed €80K projected annual value under constrained funding
- Designed and built the organisation's website, structuring UX flows that drove 74K+ social views and 36K+ site visits annually
- Secured regional/provincial grants and negotiated partnerships with 32 sponsors and media stakeholders

Marketing Assistant — Fraunhofer SIT, Darmstadt, Germany

July 2022 – December 2023

- Delivered print and visual materials under strict corporate CI compliance; managed in-house production workflows

Team Lead — Teleperformance (Stripe account), Bogotá D.C., Colombia

March 2020 – July 2021

- Led a 12-agent financial-services team; trained 150+ agents; managed escalations and KPI reporting

EARLIER EXPERIENCE

Executive Assistant & Curatorial Coordinator, Galería Casa Cuadrada (2017–2019) · Art Direction Lead, "X+Y," Biennale de Venezia de Bogotá (2016–2017) · Mentor, Universidad de Los Andes (2013–2017) · Editorial Designer, "El Insolente" (2012–2014)

EDUCATION

Master of Art in Expanded Media — Hochschule Darmstadt, Dieburg, Germany

Bachelor of Design (Minor in Art) — Universidad de los Andes, Bogotá D.C., Colombia

CORE COMPETENCIES

Workflow optimisation & process automation · Dashboard design & financial tracking · WordPress development · CI compliance · Grant writing · Cross-functional coordination

TECHNICAL TOOLKIT

Google Sheets (advanced), Forms, Apps Script, AI-assisted tooling · Adobe Creative Suite · WordPress

LANGUAGES

Spanish (Native) · English (Fluent) · Italian (Intermediate) · German (Basic)