



Miguel Peralta Apodaca

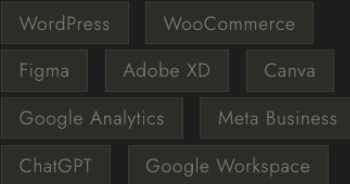
CREATIVE PROJECT MANAGER · VISUAL CONTENT & DIGITAL EXPERIENCE

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· phicode.online

CORE COMPETENCIES

- End-to-end project ownership
- Creative production pipelines
- Multidisciplinary team coordination
- Timeline & deliverable management
- UX/UI principles & user journeys
- Visual storytelling & brand alignment
- Stakeholder communication
- AI-assisted production workflows

TOOLS & PLATFORMS



TRAINING

- Prompt Engineering for Generative AI
- Multimodal Prompting for AI Systems
- OpenAI API Foundations
- UX Design Foundations
- SEO Strategy & Analytics — Yoast
- Email Marketing — Mailchimp
- Personal Branding — LinkedIn

LANGUAGES

Spanish Native

PROFILE

Creative Project Manager and Digital Experience Strategist with 15+ years leading multidisciplinary projects across visual media, digital platforms, and marketing ecosystems. Bridges visual composition expertise with operational leadership — connecting creative, technical, and business dimensions into cohesive outcomes.

PROFESSIONAL EXPERIENCE

Creative Project Manager & Digital Strategist

2022 — Present

PHI CODE · INDEPENDENT CONSULTING · REMOTE

Lead design, coordination, and execution of digital and creative projects for entrepreneurs and SMEs, managing full production pipelines from concept to launch.

- Directed end-to-end creative production for websites, landing pages, brand assets, and content campaigns
- Designed structured workflows for multidisciplinary teams including designers, developers, and copywriters
- Translated business strategy into actionable production plans aligned with measurable goals
- Implemented AI-assisted workflows to accelerate research, documentation, and creative production
- Monitored performance through KPIs: traffic, lead generation, and conversion metrics

Founder & Project Director

2013 — 2017

KINTUOS · MEXICO CITY / MORELOS

Founded and directed a creative and marketing consultancy delivering integrated brand, communication, and digital solutions for service and retail clients.

- Managed client relationships from diagnosis through strategy design and execution
- Developed branding systems, marketing materials, digital campaigns, and websites
- Structured project timelines, budgets, and deliverables across multiple simultaneous accounts

Trainer & Sales Team Leader

2017 — 2022

IMMUNOTEC · MEXICO

- Trained teams in consultative selling, storytelling, and client communication
 - Coordinated marketing events, workshops, and digital campaigns
 - Monitored team performance metrics including retention, growth, and revenue targets
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Founder · Artist & Creative Director

2005 — Present

PERALTA ART · MIGUELPERALTA.COM

- Fine artist specializing in landscape painting and visual composition
 - End-to-end management: concept, production, documentation, and sales
 - Digital experience design including website, content strategy, and visual storytelling
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EDUCATION

Bachelor's Degree in Graphic Design

UNITEC — Mexico City

Web Development, Multimedia Content & IT Resources

ITESM

Fine Arts & Visual Studies

INBA & Academia de San Carlos — Mexico City