

Miguel Peralta Apodaca

DIGITAL PROJECT MANAGER | CREATIVE OPERATIONS | WEB STRATEGY

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CORE COMPETENCIES

- Project Management
- Creative Operations
- Web Strategy
- Stakeholder Management
- Client Communication
- Team Coordination
- UX & Conversion Thinking
- Content Operations
- AI Workflow Integration
- Process Improvement

TOOLS

Notion · WordPress · Google Workspace · ChatGPT · Claude · Canva · Google Analytics · Meta Business Suite · WooCommerce

TRAINING

- Agile & Scrum Foundations
- Prompt Engineering
- Multimodal AI Systems
- OpenAI API Foundations
- UX Design Foundations

PROFESSIONAL SUMMARY

Digital Project Manager and Creative Operations professional with 15+ years of experience leading digital initiatives, branding programs, website development, and cross-functional project delivery. Experienced coordinating designers, developers, content teams, stakeholders, and clients to transform business objectives into structured execution plans and measurable outcomes. Combines project leadership, operational thinking, digital strategy, and creative execution to deliver high-quality results across web, marketing, branding, and content environments.

PROFESSIONAL EXPERIENCE

Creative Project Manager & Digital Operations Lead

2022—Present

PHI CODE

Lead end-to-end delivery of branding, website, digital marketing, and content initiatives for entrepreneurs and growing businesses.

- Manage project scope, timelines, deliverables, and stakeholder communication across multiple concurrent initiatives.
- Coordinate multidisciplinary teams including designers, developers, copywriters, and marketing contributors.
- Translate business objectives into structured project plans and execution roadmaps.
- Implement AI-assisted workflows to improve documentation, content creation, research, and operational efficiency.
- Monitor project performance through lead generation, engagement, traffic, and conversion metrics.

SEO Strategy & Analytics

Founder & Project Director

2013–2017

KINTUOS

- Led branding, marketing, website, and communication projects for service and retail businesses.
- Managed client relationships from discovery through delivery.
- Coordinated timelines, budgets, project scope, and stakeholder expectations.
- Delivered branding systems, marketing campaigns, websites, and communication materials.
- Oversaw simultaneous projects while maintaining quality standards and delivery commitments.

Leadership & Training Development

2017–2022

IMMUNOTEC

- Led and trained teams of 100+ participants through educational programs, presentations, and events.
- Organized virtual and in-person initiatives focused on communication, engagement, and team development.
- Facilitated onboarding and training processes.
- Coordinated activities involving multiple stakeholders and participants.
- Monitored performance indicators and team growth initiatives.

Founder, Artist & Creative Director

2005–Present

MIGUELPERALTA.COM

- Managed international client relationships, commissions, exhibitions, and project delivery.
- Developed personal branding, marketing, and communication initiatives.
- Built and maintained digital presence and portfolio platforms.

EDUCATION

Graphic Design Studies
UNITEC

Web Development, Multimedia Content & IT Resources
ITESM

Fine Arts & Visual Studies
INBA & Academia de San Carlos