

# Alvaro Chacón

Founder and President - Stateside Co.

## Background

Over 15 years experience in business, management, digital strategy, digital marketing, client management and web development.

Solutions and goals-oriented, possess a broad understanding of different areas of digital production and strategy, advertising industries and outsourcing, have managed organizations of up to 500 people at a global scale, using different technologies, agencies and integration processes.

Experience managing digital projects in North and South America as well as in the Asia-Pacific regions.

## Selected Experience

2013 - now:	<b>Founder and president</b> Stateside Co.
2013:	<b>Senior Digital Producer and strategist</b> Zambezi Inc. - Coca Cola, Champs, 2K
2012 - 2013:	<b>Senior Digital Producer</b> Enso Collaborative - Google
2011 - 12:	<b>Senior Digital Producer</b> TBWA \ Media Arts Lab - Apple
2008 - 11:	<b>Capability Management Director</b> avVenta Worldwide – Digitas, Carmichael Lynch, iCrossing
2007 – 08:	<b>Senior Web Developer</b> avVenta Worldwide - AMEX, GM, Oakley
2005 - 06:	<b>Aladata Management</b> SEO editor and copy editor

## Education

2010	<b>Software Requirements Gathering</b> certified at Cenfotec
2003 - 08	Economic Planning at “Universidad Nacional”
2002 - 05	Graphic Design for Web at Fundatec
1999 - 03	Industrial Engineering studies at the University of Costa Rica (unconcluded)
1998	International School graduated from: “Liceo Franco Costarricense”

## Specialties

- Management for global scale digital projects and budgets for Fortune 500 companies with resources spread across different countries.
- Building and maintaining client relationships with focus on technical aspects.
- Digital strategy and feasibility analysis for fully integrated campaigns.
- Responsive web design and development.
- Requirements gathering, statements of work, software documentation and software development project management.
- CMS Project Management: Umbraco, Alfresco, Fatwire, Drupal, Wordpress and custom solutions.
- Working with existing and custom made JavaScript libraries.
- Process implementation and improvements in rapidly growing and changing environments.
- Selection, work and evaluation of offshore and nearshore digital production vendors.
- Fluent in English, Spanish and French, intermediate Portuguese.

## Contact

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