Julien Dassonval - Digital Executive Producer, Program & Production Director

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Results-driven Executive Producer & Production Director with over 15 years of experience leading cross-functional teams in delivering innovative digital projects for global brands, advertising agencies, and production studios. Proven expertise in problem-solving, strategic planning, project management, and technical implementation that succeed in fast-paced, deadline-driven environments. Skilled in collaborating with clients, stakeholders, and production teams to achieve business objectives. Demonstrated ability to implement new production processes at multiple agencies.
Managed productions ranging from $10k to $1.5 millions+ budget.

Hard Skills

- Project & Product Management
- Team Management
- Digital Production Tools
- UX, UI & Technical Knowledge
- Operations & Process improvement
- Waterfall, Lean, Kanban methodologies, Scrum framework
- Digital Strategy
- Budget & Vendor Management

Soft Skills

- Leadership & guidance
- Communication & Collaboration
- Problem-Solving
- Adaptability
- Creativity
- Excellent organizational skills
- Team spirit

Experiences

Founder & Executive Producer - WADP - September 2014 to Now

Since 2014, I've been working with brands, advertising agencies and production studios on project/production management. The roles depend on the assignment, but mainly involve being a Digital Executive Producer, and Project Director/PMO.

My primary responsibilities and tasks mainly include:

- Participating in Pitches/RFP pre-sales, scoping during Discovery phase (concept, budget, team, planning);
- Identify external creative or technical partners;
- Leading ideation workshops or meetings with clients;
- Defining project processes/tools/methods;
- Being the daily client point of contact and providing visibility to sponsors (Project Committee, Steering Committee);
- Coordinating and managing internal and external teams;
- Ensuring creative and technical requirements are met throughout the project;
- Monitoring budget, planning, and external dependencies for the project(s);
- Writing specifications (traditional or in the form of backlogs/user stories);
- Ensuring quality assurance.

This list is not exhaustive and may vary depending on the context (agile or non-agile, product or project).

Selected projects since 2014

- **Banque Postale**: new banking platform enabling customers to open their bank account directly online (2022-2023);
- **Louis Vuitton 200 years**: WebGL experience to showcase 200 trunks designed by creatives across the world to express their creativity (2021);
- **Jacquemus**: revamp of the eCommerce from WooCommerce to Magento (2019-2021);
- **L'Oreal Standup**: a website designed to help prevent street harassment and build safe, inclusive spaces for all (2019);
- **Audi CRM**: revamp of Audi CRM with a micro-services architecture (2018-2019);
- **Renault Captur Bots**: a city guide chatbot to find events around the location of the user and another chatbot to discover the new Renault Captur through intuitive conversations (2017);

- **Ubisoft Predictive World**: WebGL experience that allows users to see how their digital footprint impacts their personal profiles (2016);
- **Smilesrun**: mobile application (iOS & Android) to help beginners to start running. 350k+ downloads (2015);
- **The MichelinCrossClimate Experience**: WebGL experience with 3D videos production to showcase the new CrossClimate tire. 15 markets (2015);

Types of projects: digital activations, interactive experiences, brand platforms, eCommerce websites, service and product design, mobile applications, CRM, web3.

Clients: TBWA Paris, Arte, Potiche Prod, Publicis Conseil, Rysk, Magic Garden, Stink Studios, Sid Lee Paris, Period Paris, Supper Paris, Wunderman, The&Partnership, Mullen Lowe, Veepee, Merci Michel, L'Occitane, Groupe Lucien Barrière, Victor & Simon, Proximity BBDO, Auditoire, Sweet Punk, Leboncoin, Local Studio.

Director of Digital Production - Marcel Agency - September 2011 to August 2014

- A cross-functional support services operation & guidance (account team, project team, creative team and technical team).
- Co-responsible for a project management team of 30 staff.
- Lead role overseeing interactive production to guarantee the deliverables quality.
- Ensuring effective communication and project continuity working with internal and external resources.
- Improve the agency's processes and tools

Clients: Heineken International, Ubisoft EMEA, Renault France, Ray-Ban, Nescafé, Rowenta, BNP, Axa

Senior Digital Producer - Marcel Agency - May 2010 to September 2011

- Managed client relationship and produced several projects on time and within budget by: gather projects needs, draw scopes of work, estimate costs and resources, always foster communication throughout project timelines
- Managed creative and technical teams on projects with a strong understanding of technical and user experience stakes
- Understood the implications of design and development requests with the ability to set accurate production timelines
- Produced user-oriented wireframes, functional specifications and project documents with daily reporting
- Supervised directly junior project managers

Freelance Front-End Developer - Freelance - June 2006 to January 2014

Technical Project Manager - Publicis Net - July 2007 to May 2009

Junior Project Manager - Nurun - January 2007 to June 2007

Certifications

- [Certified Scrum Product Owner® since October 2015](#)
- [Certified ScrumMaster since December 2013](#)

Education

- 2005-2007 Master Degree in multimedia and project management - Honourable Mention
- 2004-2005 Bachelor Degree Licence in multimedia and project management
- 2002-2004 French Upper Second Class Bachelor Degree in Network, Communication and Media
- 2002 Bachelor Degree

Languages

- French: native speaker
- English: professional working proficiency