

Arturo Pelayo

global media alchemist

My passion is people...connecting them, cultivating ideas, creating A-Ha moments and building new ROI by using smart new technologies to leverage the social capital inherent in relationships. The old approach to hiring is to find someone who is an expert in A, B or C. My philosophy is to connect and combine the knowledge of A, B or C with X, Y or Z and J, K and L -no matter who they are or where they are- and turn that multiplier effect into a powerful innovation engine. *That's what media alchemy is: leveraging media and technology to turn knowledge into tangible business value and turnkey innovation multipliers.*

key competencies:

- Social networking: design, development, implementation and management of online communities.
- Instructional design background for turnkey value in training and development paired to “web 2.0” tools.
- Rapid prototyping of concepts and implementation of ideas.
- Reduction of complexity to achieve simplicity and functional minimalism.
- Facilitation of multi-cultural communities leading to business opportunities and secure growth.
- Fluency in Spanish and English, working proficiency in German and French.

tangible demonstrations of competencies:

- Conceived and produced Higher Education podcast series based on cruise-ship journey across two oceans and nine countries.
- Produced over 17 hours of video and audio content delivered in 80 episodes in iTunes U.
- Created & managed a 700-person multi-cultural, multi-language Facebook group that achieved 85% collection and early interaction of participants from an installed base of zero.
- Facilitated advance creation of 9 student groups, including spearheading early sourcing of scholarships, planning of independent travel, creation of onboard life programs, and simulations.
- Founded “The Kaleidoscope” social network structured to provide continuity of global leaders to social causes.
- Created strategic plan to consolidate portfolio of Content Management Systems (Blackboard, WebCT Vista, Moodle, and iTunes U).
- Improved efficiency by 60% through management of a \$12 million (USD) lab reorganization project impacting 135 engineers, reducing waiting and idle times by 75%
- Reduced onboarding time of analysts by 2 weeks through development of instructional handbook.
- Managed \$3m budget to co-ordinate purchases of outsourced parts and raw materials to sustain factory at peak production times.

education:

Masters Degree – Instructional Design and Technology – Western Illinois University, 2008

Bachelor of Science Degree – Physics – Western Illinois University, 2005

worth considering:

I have had limited but valuable experience working in large global corporations with diverse cultures and across geographies - Siemens in USA and Siemens Germany, Apple, The ScholarShip...so, I understand how to fit in and conduct myself in a professional manner and as a team player in a corporate environment.

I am fit; I am motivated; and I am ready.