

# Ashley Porciuncula

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## Professional Summary

My career to date has allowed me to build a versatile skillset as a creative senior leader who can manage major projects from end to end, coordinate complex logistics, and lead high-performing cross-functional teams. I'm highly proficient in strategic leadership and planning, budget management, contract negotiation, performance management, stakeholder management, and creative aspects. I'm always looking for new opportunities to combine this skillset with my passion for storytelling.

I'm seeking a role where I can combine those skills with my passion for storytelling to help bring impactful and meaningful stories into people's lives.

## Key Skills and Expertise

- Film and Stage Production
- Operational Management
- Visual Design
- Interactive Design
- Grants and Funding
- Budget Management
- Logistics & Scheduling
- Editing and Sound Design
- Strategic Planning
- Technology and Code
- Human-Centred Leadership
- Stakeholder Management

## Film, Television, and Stage Credits

<b>Producer / Director</b> , <i>The Untimely Revenge of Waffle</i>	Independent Short Film	2023
<b>Visual Design</b> , <i>Kiss Me First</i> (Channel 4, Netflix)	Kindle Entertainment	2017
<b>Interactive UI Design</b> , <i>The Light Keeps Us Safe</i>	Big Robot Games	2019
<b>Stills Photographer</b> , <i>Dixi</i> (CBBC)	Kindle Entertainment	2014
<b>Graphic Design, Props, Storyboard Artist</b> , <i>Scripted</i>	Independent Short Film	2015
<b>Visual Design</b> , Pre-Production Pitch Materials	Independent Projects	2015 - 2018
<b>Director</b> , <i>Dr Horrible's Singalong Blog</i>	SHFF Young Adult Cast, Sacramento California	2011
<b>Executive Producer</b> and Event Coordinator	Sacramento Horror Film Festival, California	2009 - 2011
<b>Assistant Producer</b> , <i>History of the Devil</i>	Ragged Wing Ensemble, Berkeley California	2008
<b>Stage Manager</b> , <i>Into The Woods</i>	Merritt College Youth Cast, Oakland California	2007
<b>Stage Manager</b> , <i>The Lorax</i>	Merritt College Youth Cast, Oakland California	2006

## Co-Founder and CEO

Orbital, Bristol UK

2020 - 2023

- Established company and held all-inclusive operational management, providing users with an innovative, all-in-one communication space builder for remote and hybrid teams.
- Built and led an exceptionally high-performing, multi-disciplinary team across four countries, including technical, marketing and operational staff.
- Held full responsibility for hiring, team leadership, budget and runway, product development, quality assurance, product delivery, marketing, pricing strategy, compliance, grant applications, and more.
- Raised and closed two investment rounds within 18 months, generating £320k of SEIS/EIS funds.

- Built an outstanding reputation among users for customer service and product quality, as reflected by a 5-star rating on Product Hunt and 4.6-star ratings on Capterra and Trustpilot.
- A range of notable organisations utilised the product, including Google, PwC, Huboo, Slite, Ghost, Northwestern University and Carnegie Mellon.

## Fractional Operations and Creative Consultant

2015 - 2021

- Providing consultancy and hands-on experience in operations, delivery, and design for a diverse range of B2C and B2B companies, from tech startups to Fortune 500 corporations.
- Clients have included Shazam, Nokia, Pfizer, AWS, ADP, European Space Agency and Big Robot Games.
- Key focuses include product strategy, development management, go-to-market planning, feature review, product-market-fit testing, growth-focused design, user research, market analysis, road mapping, and prioritisation workshops.
- Designed and delivered workshops on gamification and design thinking for several clients, including a startup accelerator run by Stanford University's Professor of Entrepreneurship.
- Wrote articles about leadership, entrepreneurship, and design for publications including Thrive Global, Adobe, and Forbes.

## Operations Consultant and Chief Product Officer

Real Vision, New York City

2021 - 2022

- Led product team throughout a new portfolio product's design and implementation phases, facilitating \$12.5M in new recurring revenue. Responsibilities included project planning, reviewing designs, driving development and testing schedules, and providing final product sign-offs.
- Drove the expansion of the Product team and the comprehensive transformation of processes around internal stakeholder communications, road mapping, strategy and delivery operations.
- Turned around significant issues regarding cross-departmental communications and relationships. Completed psychological safety assessments, interviews and meetings, and coached individuals and teams in implementing systems to build and maintain positive and productive relationships.

## Chief Product Officer and Development Manager

Cosound, Bristol UK

2020 - 2021

- Held end-to-end operational and technical leadership for the product development and delivery lifecycle.
- Responsibilities included product strategy and management of the development team and spearheading the development and execution of growth strategy.
- Personally designed a custom content management system and innovative algorithms to encourage, quantify, and reward community engagement.
- Achieved an exceptional standard of customer satisfaction, as reflected by a 4.9 average app store rating.
- Delivered a 200% increase in user retention while pivoting the product from web-based to a mobile app.

## VP of Product and Head of Development

huggg, Bristol UK

2018 - 2019

- Held end-to-end operational and technical leadership for the design, development and delivery lifecycle of all portfolio products.
- Recruited and led a highly productive, engaged, and diverse team including developers, product owners and designers.
- Worked closely with the CEO and COO to grow staff from 3 to over 30 in less than 18 months.
- Grew B2C purchases by over 300% through new product offerings and process improvements.
- Delivered 440% sales growth via utilising low-code methods to personally develop and launch 12 test products, including the company's first B2B sales platform.
- Recognised by Forbes Magazine as a leader of one of their "Startups to Watch."

## Early Career

Head of Product and Lead Designer, Zoetis Inc.	2012 – 2015
Contract UX Consultant and Front-End Developer, Amazon Web Services	2013 – 2013
Senior UI Developer and Front-End Lead, SendMe Inc.	2010 - 2012

## Education and Qualifications

**Gamification**, Stanford University and The Wharton School, Certificate (2022)

**Cognitive Psychology**, University of York, Certificate (2022)

**Master Professional Coach**, Transformation Academy, Certificate (2019)