

Richard Freeman: Senior Digital Project Manager

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Personal statement

I am an experienced digital project manager who has been working on web, mobile and social projects for over ten years. I enjoy taking a project from the early initial concept through planning to testing and delivery. My motivation and inter-personal skills mean that I can efficiently plan all stages of the project lifecycle and am happy leading and working in a team. My aim is always to get the job done to my own high standards, keep the relevant stakeholders happy and be on time and on budget.

Key skills

- Digital - Sitemaps and information architecture, card sorting and prototyping, technical and functional specifications, usability and accessibility studies, new technology research, analytics analysis and study as well as general development.
- Management – project management, budgetary control and financial management, staff and team development, resource planning, risk assessment, third party supplier selection and control, presentation delivery, tender and proposal production.

Recent work experience

November 2014 to February 2015 – Freelance Project Manager – Slightly Different

Role – Freelance Project Manager at this Penryn-based digital agency, focussing on a comprehensive European B2B publishing CMS with integrated e-commerce, using Drupal. Responsible for project management, contractors and budgetary planning, including QA and user testing throughout. Also responsible for social media marketing campaigns, Wordpress project builds and e-commerce maintenance using Magento, with SEO campaigns and report generation for clients.

Achievements – Gold DMA Award for social campaigns, reduced project timelines to increase profits

Reason for leaving – short term contract to cover project workload due to staff shortage / illness

Sites – www.sensationail.co.uk, www.richardsonhotels.co.uk , www.b2bmarketing.net

July 2010 to October 2014 – Senior Project Manager – Big Orange Software

Role – Account Manager at this digital agency, working across web, social and mobile projects. Responsible for project management of all key accounts through the full life-cycle involving client liaison, testing, management of budgets and development teams.

Achievements – Managing an app division from scratch, turning over six figures in two years

Reason for leaving – A key client restructuring their development provision, consolidating globally

Sites – www.bigorangesoftware.com, www.byfa.co.uk, www.explorelearning.co.uk

Client – “Hunt for Britain’s Greatest Legs” Veet / “Skincare Revolution” Clearasil for Reckitt Benckiser

Project details – For this global pharmaceutical company, I project managed two social media campaigns based on in-depth analysis of their demographics and goals for both respective brands.

Tied in to launch around key television and live events, the campaigns involved creating custom Facebook applications with image upload, video recording, geo-location and competition voting, delivered by a bespoke, in-house content management system. Both campaigns now receive over 100,000 interactions weekly and are going through subsequent phases of future development.

Technology used – Facebook APIs, PHP MVC / MySQL / SSL CMS, Flash video recording / streaming.

Sites – www.facebook.com/skincarerevolution, www.facebook.com/veetuk

July 2009 to July 2010 – Project Manager – Pixeco

Role – Project Manager at this boutique digital agency focussing solely on film web projects, social media campaigns and e-mail newsletter marketing for established brands and new start-ups. Responsible for project management, new account acquisition and client liaison. Established testing and QA procedures throughout the company, including documentation and coding standards.

Achievements – Increased turnover by raising efficiency through compressing project timescales

Reason for leaving – Business owner returned to Australia so closed operations in the UK.

Sites – www.pixeco.com, www.4docs.org.uk, www.thedfg.org, www.endoftheline.com

November 2008 to July 2009 – Freelance Project Manager – Substance 001

Role – Freelance Project Manager at this interactive marketing agency. Responsible for project management of website builds, flash banner campaigns and mobile app development.

Achievements – Being the first to take James Bond on to the iPhone globally for 20th Century Fox

Reason for leaving – Freelance contract, helping out while an existing staff member was on leave

Sites – www.substance001.com, www.jamesbondondvd.com, www.lookingforericmovie.co.uk

October 2006 to November 2008 – Project Manager – Tui interactive media

Role – Project Manager at this digital interactive agency. Responsible for project management through the full site life-cycle involving client liaison, management of budgets and development teams.

Achievements – Raising one client spend by £300K in my portfolio

Reason for leaving – Change in business sector by the owner leading to downsizing

Sites – www.tui.co.uk, www.blinkprods.com, www.newham.ac.uk, www.vaionation.com

July 2003 to October 2007 – Project Manager – Webarriba, Surrey-based digital agency

July 2002 to July 2003 – Web Project Manager – National Maritime Museum, Greenwich

July 2001 - July 2002 – Web Developer - National Childrens Bureau, London

February 2001 – July 2001 – Web Developer – Meresborough Books, Kent

April 2000 – February 2001 – Web Developer – We Know How Computers, Kent

September 1998 – April 2000 – IT and Geography Teacher – Coopers School, Chislehurst

Education and Recent Training

2011	iOS Dev UK	iOS and Test Driven Development
2010	Cisco	EOS and Scrum, Agile Concepts
2009	Google	Double Click for Advertisers training
1997 – 1998	University of Oxford	P.G.C.E. Secondary Geography
1996 – 1997	University of East Anglia	2:1 MA Rural Development
1993 – 1996	Anglia Ruskin University	2:1 BA Hons Geography
1987 – 1992	Reigate Grammar School	9 G.C.S.E.'s (4 A grades), 3 A-Levels

Personal Interests

- Bee Keeper with British Beekeepers Association, mountain biker and allotment holder

References

Carolyn Story– Non-Executive Director, Slightly Different, Penryn, Cornwall, TR10
Contact details - Carolyn.Story@pragmaticpm.co.uk | 01752 872277

Paul Jarrett – Managing Director at Big Orange Software, Reigate, Surrey, RH2 0AD
Contact details – paul.jarrett@bigorangesoftware.com | 01737 242329