Joseph Clift

Experienced agile delivery manager and PSM-certified Scrum Master
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EXPERIENCE

Ascential Events, London — *Delivery Specialist*

JUNE 2018 -

I work with product, design and dev to build and ship digital tools for the creative community.

- I am responsible for managing the development backlog, working to organise sprints across two SCRUM teams - and deliver on time and on budget.
- Working with business stakeholders, I help the Product Owner translate needs into user stories through data analysis and user research.
- I document requirements from the business for upcoming products and features in functional specs. I also maintain the dev teams' Wikis.
- Following launch, I help the business measure the new features' success. To optimise performance, I design and run A/B and multivariate tests.
- As an Agile evangelist, I've overhauled and optimising issue tracking, project documentation and metrics reporting processes, helping Cannes Lions web asset lovethework.com to its most successful festival to date.

WARC, London — *Product Manager*

MARCH 2014 - JUNE 2018

WARC is the world's largest advertising information service, with a specialist audience of ad agencies and brands. I worked in an Agile web development team.

- I was the main point of contact between the web development and the business - liasing with our editorial, financial, sales and marketing teams.
- I was responsible for communicating site performance metrics around the company, and ran demo sessions for prototypes of upcoming features.
- I conducted a global research project that culminated in WARC's [Future of Strategy report](#): the company's most-viewed editorial feature.

WARC, London — *Web Producer*

JANUARY 2010 - MARCH 2014

- I worked on WARC's suite of adspend and media costs data products.
- I developed and launched the [WARC 100](#), a global rankings of the world's best advertising campaigns and companies.
- I led a team of freelancers to produce WARC Plus, an on-demand research service.
- I also reported from industry events including Advertising Week, ad:tech and the Cannes Lions.

SKILLS

Agile: PSM1–[certified](#) Scrum Master

Web Development: HTML, CSS/Sass, basic JavaScript

Design & Documentation: Adobe CS, UXPin, LucidCharts

Issue Tracking: Jira, Confluence

Data analysis: Kibana; Google Analytics, Tag Manager, Optimize; basic SQL

LANGUAGES

Native **English** speaker

Conversational **French** and **Spanish**

Currently learning **Arabic** (MSA and Levantine dialect)

INTERESTS

Volunteer and activist for Oxfam

[Blogger](#) and [published writer](#)

Avid bibliophile and traveller

Adfero, London — *Financial Correspondent*

JUNE 2007 - DECEMBER 2009

- Working for a news agency, I wrote news and features for clients including JPMorgan, Dresdner Kleinwort and the London Stock Exchange.

EDUCATION

General Assembly, London — *Product Management*

SEPTEMBER 2014 - DECEMBER 2014

University of Bristol — *BA, MA English Literature*

OCTOBER 2001 - FEBRUARY 2006

PROJECTS

The Future of Strategy — *Global research project*

A global research project that took about a year, alongside my day-to-day PM tasks. The final Future of Strategy report was based on a global survey of senior agency-side strategists. The report was the most-viewed article of the year on WARC, and findings were presented at industry events from Cannes Lions to Brand Week Istanbul.

WARC 100 — *Digital benchmarking product*

I built and launched the WARC 100, an annual ranking of the world's top marketing campaigns. It's now WARC Rankings, a globally-known ad industry benchmark. I helped design and build a solid ranking algorithm. It achieves global media coverage with each year's rankings announcement. WPP even uses its WARC 100 performance as a KPI in its financial results deck.

Artangled — *A passion project*

Visual art is a major passion of mine. To practice Git and CSS, and give me a place to publish my (copious) notes from the art shows I attend, I built this deliberately simple art website, using Github Pages and Jekyll. I commit weekly!

Agency Finder — *General Assembly project*

My final presentation at General Assembly was for an ad agency job finding service. I came up with the idea that, as my friends and peers at ad agencies were constantly changing jobs, there was a gap in the market for a specialist job finding service that complemented LinkedIn.