Joseph Clift

PMI-ACP, PSM1 and PK1-certified Agile delivery lead
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EXPERIENCE

Which?, London — *Delivery Lead*

OCTOBER 2021-

Which? is the UK's consumer champion. Working in a product team based on the Spotify scaled Agile framework, my responsibilities include:

- Working with three squads (2 Scrum, 1 Kanban, approx 40 team members) on Agile ways of working, removing impediments, supporting and leading Scrum ceremonies and meetings where appropriate.
- Facilitating workshops, developing learning resources and coaching teams across the organisation on Agile tools and techniques.
- Overhauling documentation and metrics reporting. As Jira admin, maintaining and enforcing company-wide standards in issue tracking.
- I helped relaunch our Faulty Goods Tool, generating over £3m in claims.

Ascential, London — *Delivery Manager*

JUNE 2018 - OCTOBER 2021

Ascential is a FTSE 250-listed media company. I worked with the advertising unit, building and shipping digital tools with two Scrum teams:

- As Scrum Master, I helped the development team to deliver on time, and the Product Owner plan, prioritise and translate needs into user stories.
- Maintaining team Wikis and reporting team performance against KPIs.
- Successful projects include Lions Live, an all-online activation of the 'Oscars of Advertising', covering 45,000 entries and a 500% uplift in users.

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 developers and the business - building new features with our editorial and commercial teams.
- Projects include the launch of the WARC Rankings, now one of the industry's most respected benchmarking products.
- I helped the business measure the new features' success. To optimise performance, I designed and ran A/B and multivariate tests.

Prior to this, after graduating I worked as a financial journalist (2007-2009) and as a web producer on an editorial team (2010-2014).

SKILLS

Facilitation: Miro, FigJam

Project management: Jira, Confluence

Web development: Intermediate HTML & CSS, basic JS (React)

Data analysis: GA/GTM; basic SQL

CERTIFICATIONS & EDUCATION

PMI-ACP certified **Agilist** (2022);
PK1 certified **Kanban trainer** (2022);
PSM1 certified **Scrum Master** (2020)

Product Management certificate at **General Assembly** (2014)

MA English Literature at **University of Bristol** (2001- 2006)

INTERESTS

Blogger. Art angler. Avid bibliophile and traveller.

REFERENCES ON REQUEST