

Joseph Clift

Experienced Agile delivery lead and PSM-certified Scrum Master

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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 squad framework, I look after two Scrum squads. Responsibilities include:

- Coaching squads on Agile ways of working, removing impediments, supporting and leading Scrum ceremonies where appropriate.
- Facilitating workshops across the org on Agile tools and techniques.
- Overhauling documentation and metric reporting. As Jira admin, enforcing standards in issue tracking (workflows, screens, fields) across squads.
- I helped relaunch our flagship [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 included and 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 (ADVANCED UNLESS STATED OTHERWISE)

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

Workshops &
Facilitation: Miro

Prototyping &
Documentation:
Confluence, InVision

Project management
& Roadmapping: Jira

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

Data analysis:
GA/GTM; basic SQL

EDUCATION

Product Management
certification at
General Assembly
(Sep–Dec 2014)

MA English Literature
at **University of
Bristol** (Oct 2001–Feb
2006)

INTERESTS

[Blogger](#). Art [hobbyist](#).
Avid bibliophile and
traveller.

REFERENCES ON REQUEST