Joseph Clift

Experienced agile delivery manager and PSM-certified Scrum Master
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EXPERIENCE

Which?, London — *Delivery Lead*

OCTOBER 2021-

Which? is the UK's consumer champion, both a non-profit and one of the nation's most successful media brands. Working in a product team based on the squad framework, I look after two scrum teams and also work within an org-wide guild of delivery managers. Responsibilities include:

- Coaching squads on Agile ways of working and removing impediments
- Supporting and sometimes leading Scrum ceremonies
- Facilitating workshops across the organisation
- Overhauling org-wide documentation, issue tracking and metric reporting.

Ascential, London — *Delivery Manager*

JUNE 2018 - OCTOBER 2021

Ascential is a FTSE 250-listed information services company. I worked with the advertising unit, building and shipping digital tools for the creative community.

- I was part of two Scrum teams, usually as Scrum Master - helping the development team to deliver on time and on budget.
- I helped the Product Owner translate user needs into user stories.
- I helped the business measure the new features' success. To optimise performance, I design and run A/B and multivariate tests.
- As an Agile evangelist, I improved my teams' issue tracking, project documentation and metrics reporting processes.

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 - 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.

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

SKILLS (ADVANCED UNLESS STATED OTHERWISE)

Agile: PSM1-certified Scrum Master

Workshops & Facilitation: Miro

Prototyping & Documentation: Confluence, InVision

Project management: Jira

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

Data analysis: GA/GTM; basic SQL

LANGUAGES

Native **English** speaker

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

Currently learning **Arabic**

INTERESTS

Blogger and published writer. Avid bibliophile and traveller

REFERENCES ON REQUEST

General Assembly, London — *Product Management*

SEPTEMBER 2014 - DECEMBER 2014

University of Bristol — *BA, MA English Literature*

OCTOBER 2001 - FEBRUARY 2006

Lions Live — *Major product launch*

The Cannes Lions is known as the Oscars of advertising. A live event couldn't happen in 2020 and 2021, thanks to the global COVID pandemic. a new initiative for 2021, so instead we launched an exclusive Membership offering for winners. Working with a cross-disciplinary team and to the hardest of deadlines - given that the online Festival, and awards, could hardly be delayed! - I spun up a Kanban project at extremely short notice and delivered on time - and with style. Results were outstanding, with a 918% uplift on pageviews and a 467% on users.

Artangled — *A passion project*

Visual art is a major passion of mine. To practice React 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 Gatsby and Netlify. I still commit weekly, four years on!

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.

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.