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 teams. 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, issue tracking and metric reporting.
- 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.
- I helped the business measure the new features' success. To optimise performance, I designed and ran A/B and multivariate tests.
- 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