

Curriculum Vitae of Elliot Reeves

Personal Details

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Profile

As a Project Manager & Producer working in the digital industry, I've worked with clients such as Royal Bank of Scotland, NatWest, Nokia, Foster's, Transport for London, Škoda, Sony, NBC Universal, PictureBox, Proctor & Gamble, Open University and EEDA (East of England Development Agency) amongst others. It's common for project managers in our industry to take projects, from kick-off, through a full project life cycle – which gives us (the producers) a great understanding of the whole scope of the project and allows us to produce great work, effectively and to budget. In some cases, and it's becoming more and more appropriate & necessary recently, I've become more client facing which allows for smoother running projects & more comfortable clients – as they're able to interact with the person in-charge of delivery. I'm a structured worker with plenty to contribute to each individual project – I started my career as a developer (both frontend and backend) & do what I can do keep with the ever changing industry. I'm flexible, dependable and enjoy accomplishing successful, to budget projects and on time. I've been working as a project manager since September 2007 and most of my career, so far, has been spent working for some of the top digital agencies in the UK – Reading Room, M&C Saatchi, Glue Isobar & most recently Digital Outlook, where I worked as a project manager on social (including Facebook apps), advertising & web builds. I've also worked on some social projects for NatWest & Foster's, from producing Facebook fan pages, to producing rich banner campaigns for Foster's which integrated with Twitter & we had to approach Twitter (as a company) to agree to our advertising.

I'm interested in how social media connects brands to their consumers & try to keep an eye open for techniques adopted by some.

My goals change through the evolution of my time in the industry but some remain constant, contribute to my employer's profitability, ensure projects are successful (while understanding what success means for the client and agency) and gain as much experience as is possible.

Career History

Below is my career to date, starting from the end of my university education.

Digital Outlook

Start/Finish Date: *November 2010 – February 2011*

Position: *Producer*

URL: <http://www.digital-outlook.com>

Summary:

I contracted at **digital outlook** for 3 months and in that time, met some incredible talented people, worked on PictureBox TV, NBC Universal & Proctor & Gamble. I worked on a number of Facebook apps, supported the PictureBox TV team with website monthly theme updates & supported the launch of their new PictureBox Player site. I was also involved on the promotion of various film titles including microsites, advertising & Facebook apps for NBC Universal. Finally, I worked on Proctor & Gamble looking after Pringles which included Facebooks apps & brand work.

glue Isobar (formerly glue London)

Start/Finish Date: *August 2009 – November 2010*

Position: *Producer*

URL: <http://www.glueisobar.com>

Summary:

Having now spent almost a year and a half at glue isobar (which was originally called glue London) I can safely say it has been an absolute pleasure of a company to work for. I have gained extensive experience with all types of projects, clients & inner company workings. I have had the privilege of working for clients such as the Royal Bank of Scotland, Nokia, Sony and Proctor & Gamble at different levels. My main focus for my time at glue has been RBS & NatWest. I worked solidly on RBS' brands for a year, managing a number of different types of projects including website builds & advertising (standard & rich). Towards the latter part of my employment at glue, I transitioned into Nokia where I have been looking after an eco film which we produced for Nokia, an aligned Eco website to house the film as well as other content & Nokia World film shoot. Two completely different clients & brands which have such a different outlook on digital – RBS being the slightly more reserved but definitely growing/changing fast and understand more and more about digital and how it can help the bank and Nokia who are starting to shake up the mobile world once again, starting with a new look at

their brand. Glue has truly changed my perception of how clients should work with brands & in fact, how brands should use their agencies.

M&C Saatchi / Play

Start/Finish Date: *February 2009 – July 2009*

Position: *Producer*

URL: <http://www.playwithus.co.uk/>

URL: <http://www.mcsaatchi.com/>

Summary:

My time at M&C Saatchi has been spent working on advertisements for Foster's, most recently taking the Foster's Scuba 2009 campaign through to go-live on 6th April 2009. The campaign involved outsourcing the production of a CGI animation of the "In-can Scuba" and managing the different productions going through the build phase. I've also had the pleasure of working with Transport for London where I had to orchestrate a film shoot for the adverts we had been commissioned to produce – An interesting experience all around, meeting the strict needs of this government organisation and pushing the boundaries where possible produce powerful & engaging work.

Reading Room Ltd

Start/Finish Date: *September 2007 – February 2009*

Position: *Project Manager*

URL: <http://www.readingroom.com/>

Summary:

The majority of projects I've been involved with are full length, from scoping of the brief to delivery of the entire project to the client and everything in between. Project managers at Reading Room are responsible for the majority of communication with the client – with some guidance from an account director – as well as producing and amending when necessary all documentation and reports for the client. Project documents include timelines, project specifications (overview scoping document), design specification, navigation specification (Information Architecture), technical specification (where possible or seek help from a technical developer for the most complex parts), functional specification, risk assessment and user testing scripts. After a project is complete, I have produced reports about the launched website to show its performance and how best to utilize the visitors.

Budgets – The budgets of the projects I have been working on vary; additional functionality for an existing project usually range from £1-10k and full site build's which I've been managing range from £20-40k. The accounts I've worked on tend not spend too much at any one time but spend in chunks quite often.



Resource – Reading Room have a resource structure and each project may or may not have the same team each time. The team is picked to best suit the needs of the client. However I (the project manager) have to manage the team which usually consists of a designer, a technical developer and an interface developer. Managing the team on a day to day basis, making sure the work is produced to a high standard, adheres to the specifications produced at the beginning of the project and does so to budget.

New Business – I've written a number of proposals for new work, whether it's a functional change requests, additional functionality for a website or a full proposal for work put out to tender.

Clients & projects I've worked on or for:

NatWest: <http://www.natwest.com/>

Royal Bank of Scotland: <http://www.rbs.co.uk/>

Nokia: <http://www.nokia.com>

Green Party: <http://www.greenparty.org.uk/>

Foster's: <http://www.fosters.co.uk/>

Sony: <http://uk.playstation.com/>

NBC Universal: <http://www.nbcuni.com/>

PictureBox TV: <http://www.picturebox.tv/>

Proctor & Gamble: <http://www.pg.com/>

Škoda UK: <http://www.skoda.co.uk/>

EEDA Corporate: <http://www.eeda.org.uk/>

EEDA Regional Economic Strategy: <http://www.eastofengland.uk.com/res/>

EEDA Big Fish

Open University / Open University Business School: <http://www.open.ac.uk/> & <http://www.open.ac.uk/oubs>

Whizz-Kidz: <http://www.whizz-kidz.org.uk/>

Jurys Doyle: <http://www.jurysdoyle.com/>

Alzheimers Research: <http://www.alzheimers-research.org.uk/>

Virgin Radio (UK) – Re-branded to Absolute Radio.

Start/Finish Date: *August 2005 – August 2006*

Position: *New Media Producer*

URL: <http://www.virginradio.co.uk/>

Unit701

Start/Finish Date: *2007 – Present*

Position: *Entrepreneur*

URL: <http://www.unit701.com/>

Ezaris

Start/Finish Date: *July 2010 – Present*

Position: *Co-Founder*

URL: <http://www.ezaris.com/>

Content Management Systems I've used

RedDot - A content management system which I used when completing projects for the East of England Development Agency. I've used version 7.x.

Immediacy – A content management system which I favour over RedDot. I've been using immediacy since joining the Škoda account. I've used version 5.x.

WordPress – A blog content management application which is open source and well supported. I've installed and used version 2.x.

Joomla – An open source full management system, well supported by a developer community with well orchestrated documentation. I've installed and used version 1.5.x.

Academic History

2003 - 2007 – Teesside University **BSc Web Development**

Year 4 Modules - University of Teesside

Emerging Technologies (Research into new technologies)

Corporate Web Systems (BPEL – Business Process Execution Language)

Web Development Issues (Examining different approaches, methods and paradigms to web development)

Client-focused System Development (Project management)

Final year project (CMS – Content management system)

Year 3 - Virgin Radio (placement year)

I worked for Virgin Radio (London) for 12 months as part of the New Media department, one of my main roles was to develop micro-sites for station promotions as well as for client promotion (*see link below*), we were also involved in covering festivals as well as various outside broadcasts. I learnt a great deal from my time there, having to manage my time effectively and work efficiently within a team to meet deadlines. The main tools I used on a day to day basis were, Photoshop CS, Dreamweaver and CDS (Content Development System – In-house tool to control our content as well as editing code). I'm competent in a number of web based applications and I'm a quick learner.

Year 2 Modules - University of Teesside

Object Technology (Java)

Database Systems (SQL Database Management and Production)

Advanced World Wide Web (PHP/Perl/MySQL)

Net & Net Management (Learning Networking)

User Interfaces (Learning Web Interfaces for Websites)

Year 1 Modules - University of Teesside

Communication (English)

Digital Media Design (Ancient and Current day designs used in media)

Exploiting the Internet (Learning HTML/XHTML and CSS)

Introduction to Multimedia (Flash Basics)

Visual Programming 1 (Learning Visual Basic)

Visual Programming 2 (Learning Visual Basic)

Introduction to VR (Learning VRML Programming Language for Virtual Reality Worlds)

Multimedia Authoring (Flash MX Programming/design)

Multimedia Technology (networking/digital cameras/media equipment)

Web Engineering (Internet Engineering with Video Clips/photos)

Further information

My passions include - in no particular order – entrepreneurial activities, music, socialising and finance. I'm also an enthusiast of technology and like to keep up with new technologies, whether it's hardware or software. I'm a windows user but have learnt the UNIX platform over time as is required to host many of my web projects. I'm a fluent user of the majority of windows operating systems (including Windows Server 2003, Win7, Vista & XP) and with Microsoft office packages (including Outlook, Word, Excel, PowerPoint & Project) as well as some Adobe packages (including Photoshop CS2/CS3/CS4/CS5, Illustrator CS5 & Flash CS3). I still do quite a lot of development for my web projects and try to keep up to date with what's new in the dev industry – the obvious recent entry being HTML5 which I'm playing with but not sure how or when it'll take over yet.

I'm also a keen sportsman, retiring from long distance cycling 3 years ago and now prefer to swim. I do believe in that a healthy body feeds a healthy mind and do try my best to keep my body as such.

Transport: **Full car license, presently no car.**

References

Available upon request.