

JAMES BORRODELL BROWN

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SUMMARY

Organised, well-rounded project manager with a first-rate knowledge of user interface design, e-commerce, cms and bespoke database development, social media and online communities, branding and graphic design. Fascinated by the social psychology of online interaction – how tiny details and smart use of language can influence behaviour so greatly – and eager to be part of a team genuinely pushing forward innovation in digital.

EDUCATION

2003 — 2006

Christ's College, Cambridge University: BA Hons Social and Political Sciences First Class Honours

- Specialised in Social Psychology, including study of attitudes, persuasion and consumer behaviour.
- Second year focus on the importance of patient understanding in mental health treatments.
- Final year dissertation on the social psychology of music: an analysis of the social representations behind all US & UK No.1 singles ever; awarded a scholarship for the work's output.

1997 — 2003

St. Peter's School, York

3 A-levels in Politics, Maths, and Physics (AAA); 1 AS-level in Latin (A); 10 A* grade GCSEs

RELEVANT EXPERIENCE

November 2009 — present

Senior Project Manager – Webstars Ltd, Digital Agency

Webstars is a 23-strong company of designers, developers and digital experts.

- Leading our team of five PMs, effectively responsible for the efficiency and success of all our work
- Driven the development of our own bespoke internal processes, broadly based on Waterfall
- Designed and built several internal apps for tracking leads, quotes, resources, milestones and margins
- Planning and writing proposals, pitching, presenting, and advancing our collaborations with partner agencies
- Ensuring that our team is always using best practice and continuously discussing how to improve
- Clients include: Shakespeare's Globe, Whitechapel Gallery, Tate Britain/Modern, Lacoste, The U.N.

November 2007 — December 2009

Project Manager – Webstars Ltd

- Meeting clients who require websites, online media, digital marketing campaigns and other technical projects
- Advising on concept, strategy, scheduling and integration with other above the line campaigns
- Writing up specs and then managing creatives, UX/IA experts and programmers to delivery
- Utterly customer focused, but aware and able to articulately defend work and the need for good process

August 2006 — November 2007

Communications Manager – Research Information Network (British Library)

The RIN is a think-tank set up to promote and advise on good practice for those who provide information-related services to researchers, such as libraries, publishers, universities and funding bodies.

- Overall responsibility for the RIN's marketing and communication strategy – influencing conversation between it's network of 150,000+ interested parties, the media and government policy
- Successfully managed the re-design of their on- and offline brand, liaising & negotiating with contractors
- Planned, advocated and implemented a Team Blog and Wiki space; trained colleagues in the idea and use
- Experimented with other online networking and collaboration tools, identifying seeders and ambassadors
- Managing relationships with agencies creating PR, digital and advertising campaigns

PART-TIME

2000 — Present

Freelance Web & UX Consultant

Please do go ahead and visit www.borrodeell.com for full details.

- Over the last 10 years: web build, wireframing, graphic design, branding, social media and blogging advice
- Prova Research / Branding, logotype, stationery, website and guidelines for this research group
- Various local artists / Design and build of a number of portfolio and simple ecom websites
- United Nations Extranet / Consultancy on feature scope & IA before the project goes out to tender

2008 — Present

Director, JaM Photography

Please visit www.jamphotos.net for a small portfolio.

- Young company set up with an old friend to do in-studio, promotional and post-production work
- Often collaborations with friends – lighting experts, make-up artists, musicians and most recently a bake

EVENTS & TRAINING

Although I've not formally studied project management techniques, I'm well-read in Prince2 and Agile/Scrum.

August 2010 **Experience Design Short Course, Central St. Martin's College** (1 week)

Jul 07 2010 **User Experience and Digital Architecture Training**

Aug 27 2009 **Negotiating Skills Workshop**

Jan — Mar 09 **Graphic Design Short Course, Central St. Martin's College** (10 weeks)

Sep 09 2008 **Practical Project Management Seminar**

Jul 11 2007 *Invited to speak at* **British Library Strategy Forum 2008-11: Web 2.0 Stream**

May 17 2007 **Imperial College Internet Centre: Industrial Forum**

Jun 14 2006 **IPA Joint Industry Marketing Communications Seminar**

ETHICS

I have a strong social conscience and a keen interest in social welfare.

- Early in 2006 I completed training and became a mentor to young children in East Anglia. This is on going.
- 2003-04, worked for the UK Access Campaign, which works to encourage applications to Higher Education from those who don't consider themselves capable
- Summer 2005, worked as a street fundraiser for Amnesty International, Water Aid and WorldVision
- 2006, volunteered at Richard House Children's Hospice, working in their marketing department
- Generally I like to keep myself up-to-date with world affairs and politics

AND IN ANY SPARE TIME

I enjoy the world, and have too many interests to try and catalogue exhaustively, but I could mention typography, architecture, music, politics, product design, mental health, football (table, 5aside, in a park), cosmology, advertising, copywriting and language, street art, film, American TV dramas, memory, cities, technology, behavioural economics, travel, interior design, popular science, illustration and table tennis.

REFERENCES

Available from current and previous employers, and consultancy clients, on request