

EDWARD ROWLEY

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I am an experienced digital project manager and producer with a background in digital production, streaming, ad-delivery and content management systems. I am currently a client facing senior DPM, running bespoke and SaaS careers websites for clients like British Airways, BP and Coca-Cola.

Skills

My degree gave me a great background in digital systems and theory, and I specialised in hardware programming. Having worked in production, I have extensive experience in the Adobe suite, in video I have experience editing in Apple's Final Cut, and compositing in Motion. I have a good understanding of HTML, CSS, JavaScript and C/C++. I have been managing digital projects for over 10 years, running some projects using Agile, and some waterfall. I am now focussed on delivering recruitment advertising websites and campaigns at AIA.

Employment

AIA

Senior Digital Project Manager : July 2018 - present

- Managing a SAAS and bespoke website projects, budgets up to £400k
- End to end delivery, from initial brief through to delivery and support, working on site structure, UX and content
- Line managing the Digital Project Managers, leading cross functional teams including developers
- Supporting client service teams to sell in additional functionality and services to new and existing clients

ThirtyThree

Emerging Tech Lead : Jan 2017 – July 2018

- Managing project teams of designers, developers, copy writers and external partners
- Clients include BP, Royal Mail, BT and Fidelity, managing budgets up to £200k
- Researching new technologies, prototyping solutions and presenting to clients and the wider business
- Delivering digital projects for clients, include websites, chat bots, AI development and facial recognition

Digital Project Manager : May 2014 - Jan 2017

- Managing end-to-end delivery of digital projects, websites, mobile apps and interactive tools
- Client facing, pitching, taking briefs and requirements, creating scope and specification documents and quotes and briefing the creative and development teams
- Creating and reviewing budgets, costs and margins, ensuring the profitability of projects

Beatscope ltd

Producer/Digital Project Manager : 2011 - 2014

- Working with the development team to design, project manage and deliver Agile based development sprints, using Scrum and Kanban to plan and track projects
- Managing client relationships, including initial chemistry meetings
- Scoping new requirements and projects, designing architecture, budgeting and quotes

IndieMoviesOnline

Head of Technology : 2009 - 2011

- Managing the development of the streaming site, including the architecture, service suppliers and CMS platform
- Administering the content on the site, ingesting video and overseeing the transcode and upload onto the CDN
- Video editing for the site's video reviews, event footage (Cannes, FrightFest) and interviews
- Management of the advertising partners and systems (Openx, Adjug, Tremor, Liverail)

Nipper Advertising ltd

Owner/Producer : 2004 - 2011

- Creating websites and flash adverts for clients such as EA Games and Gameloft
- Print production, setting of adverts for magazine and newspapers
- Editing and production of online videos and adverts

Self employed

Website developer and designer : 2002 - 2004

- Creating HTML and Flash websites freelance

Education

Oxford Brookes University 1998 - 2002

BSC Telecommunications and Electronics 2.1

Sevenoaks School 1991 - 1998

A levels - AAC (Business Studies, Biology, Chemistry)

Interests

In my spare time I love to cook, eat and entertain, though with a toddler at home, most of my free time is devoted to him. I play 5-a-side football, enjoy cycling and run as part of my commute, I own a motorbike and love a Sunday ride or a track-day. I'm a console gamer, which is a nice way to hang out with friends I don't get to see too often. I also like to develop on Arduino and RaspberryPi (hobbyist hardware platforms) which I use to practice coding and electronics development.

References

Ben Nunn (Manger, ThirtyThree) - ben.nunn@blackbridge.co.uk

Michael Giuliano (Previous employer, Beatscope ltd) - michael.giuliano@outlook.com

Derek Morgans (Freelance manager, TCA London) - derek.morgans@mac.com

Phone numbers available on request