

Joseph Clift

Experienced product manager in the advertising and media sectors
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EXPERIENCE

WARC, London — *Product Manager*

MARCH 2014 - PRESENT

WARC is the world's largest advertising information service. I have built and launched multiple products for a specialist audience of ad agencies and brands, and have helped embed Agile throughout the business.

WARC, London — *Web Producer*

JANUARY 2010 - MARCH 2014

I led a team of freelancers to produce Warc Plus, an on-demand advertising research service. I also reported from industry events including Advertising Week London, ad:tech and the Cannes Lions.

Adfero, London — *Financial Correspondent*

JUNE 2007 - DECEMBER 2009

Working for a London-based news agency, I wrote news and features for clients including JPMorgan, Dresdner Kleinwort and the London Stock Exchange.

EDUCATION

General Assembly, London — *Product Management*

SEPTEMBER 2014 - DECEMBER 2014

Part-time business course to improve my product management skills.

University of Bristol — *BA, MA English Literature*

OCTOBER 2001 - FEBRUARY 2006

PROJECTS

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 a globally-known ad industry benchmark.

Novelty Magazine — *Miss Naysmith and her City*

I wrote some features for this quarterly cultural journal. I like [this one](#) best.

Agency Finder — *General Assembly project*

My [final presentation](#) was for an ad agency job finding service.

SKILLS

HTML (advanced)

CSS, Sass (intermediate)

Javascript, Python, SQL (basic)

Adobe Creative Suite (advanced)

Google Analytics, Tag Manager, Optimize (advanced)

LANGUAGES

Native **English** speaker

Conversational **French**, **Spanish** and **Portuguese**

Currently learning **Arabic** (MSA and Levantine dialect)

INTERESTS

Believer in and follower of the Agile Manifesto

Volunteer and activist for Oxfam and Hope not Hate

[Blogger](#)

Avid bibliophile and traveller

REFERENCES ON REQUEST