

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. Working in an Agile development team, I help build products for a specialist audience of ad agencies and brands. I conduct user research, help with QA and write specs. I maintain the backlog and product roadmap.

WARC, London — *Web Producer*

JANUARY 2010 - MARCH 2014

I worked on WARC's suite of adspend and media costs data products. I led a team of freelancers to produce WARC Plus, an on-demand research service. I also reported from industry events including Advertising Week, 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

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.

Artangled — *Bare-bones website*

Visual art is a major passion of mine. To practice Git and CSS, I built [this deliberately simple art website](#), using Github Pages and Jekyll. I try to post weekly.

Agency Finder — *General Assembly project*

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

SKILLS

Web: HTML, CSS/Sass, basic JavaScript

Design: Adobe CS

Version control: Git

Issue Tracking: TFS/Visual Studio, Jira

Data analysis: Kibana, Google Analytics, Tag Manager, Optimize; basic SQL

LANGUAGES

Native **English** speaker

Conversational **French, Spanish and Portuguese**

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

INTERESTS

Volunteer and activist for Oxfam

[Blogger](#) and [published writer](#)

Avid bibliophile and traveller

REFERENCES ON REQUEST