

Andrew Strange

Curriculum Vitae

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I am a confident and personable web professional with a wide ranging and varied experience of working with new media in different environments and a particular knowledge of the public and voluntary sectors. My recent freelance and contract work has involved creating new websites, implementing and developing themes for the WordPress content management system, and supporting the project management of a new software product.

Comfortable working on my own or as part of a team, I can deal with people at all levels of an organisation, from senior management to those in the back room. I am able to translate "geek" into "human". I can do work that requires attention to detail, such as writing content or coding websites, but can also step back and see the bigger picture, placing online communications within a wider strategic framework. I am good at problem solving, finding creative answers, and like to focus on providing solutions that meet user requirements and business objectives.

Key Skills & Experience

- ❑ **Website management:** Over a decade of experience managing, editing and developing websites and intranets including four years as the Website Editor of a national charity.
- ❑ **Project management:** Knowledge of different project management techniques and experience of project managing a diverse range of web development projects.
- ❑ **Content:** Experience of sourcing, writing, editing and updating a range of different types of online content. Also an experienced blogger and user of social media.
- ❑ **Technical knowledge:** A broad knowledge of web and internet technology. Experience of building sophisticated web applications, and managing web servers and domain names.
- ❑ **Content Management Systems (CMS):** Wide experience using different CMS to maintain websites. I have also designed and developed custom built CMS.
- ❑ **Email marketing:** Experience of using email for business purposes including email marketing, e-newsletters, managing discussion lists, and integrating email with websites.
- ❑ **Databases:** Experience in building databases and knowledge of different database systems including Microsoft Access, Microsoft SQL Server, and MySQL.
- ❑ **Excellent "client-facing" skills:** Confident in contributing to and chairing meetings, giving presentations, leading training, public speaking, and dealing with the media.
- ❑ **Analysis:** Excellent analytical skills, an affinity with processes and systems, experience of information architecture design, excellent knowledge of hypertext, and an understanding of user interface design principles and the importance of usability.
- ❑ **Multimedia:** Masters degree in Multimedia Systems and experience of creating complex multimedia products and presentations, video production and digital photography, and working with different graphics packages.

Employment History

National Housing Federation March 2011

Supporting the development of content for the launch of a new website.

Web Editorial Support

Tribal Group PLC May 2010 - July 2010

Took over the management of a major redesign of the corporate website halfway through the project. Worked with a range of internal stakeholders and external design and development teams to agree the content structure, aspects of functionality, and develop specifications and project documentation. Through my coordination and management I was able to get the project on schedule and ensure that everything required was in place to begin the development phase.

Web Communications Manager (Contract)

LGID April 2009 - May 2011

I was accredited as a member peer for Local Government Improvement and Development (LGID). I have undertaken two peer reviews of regulatory services at two local authorities and helped facilitate two training sessions on climate change for councillors.

Member Peer Consultant

TDA February 2009 - October 2009

Responsible for managing Training and Development Agency for Schools (TDA) corporate intranet through a period of organisational change. Involved commissioning, writing and editing copy, and working with internal comms, other policy teams, and developers.

Commissioning Editor Intranet (Contract)

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Employment History

Springwater Software Limited
October 2008 –

Consultant (P/T Contract)

Helping with a wide range of aspects of the development of a new software product.

Commission for Social Care Inspection
October 2007 – July 2008

Web Editor (Contract)

Sourcing, writing, editing and updating the content for two websites and the organisation's large intranet. Other website management tasks, the production of regular e-mail newsletters, a links marketing campaign, and the design and development of online surveys. Helped organise a content audit of the intranet including creating web-based tools to support the process.

Mencap
June 2007 – September 2007

Web Officer (Contract)

Commission for Social Care Inspection
February 2007 – March 2007

Temporary Web Editor (Contract)

MS Society
December 2006 – February 2007

Temporary Web Editor (Contract)

Luton Borough Council
May 2003 - May 2011

Councillor & Executive Member

Served as an elected local councillor for eight years meeting with and representing the interests of residents. Held a number of positions on committees and outside bodies during that time. Worked as a member of the Council's Executive, the local government equivalent of a company's board of directors, for three years. I helped to set the policy direction for the organisation, made key strategic and financial decisions, worked with senior management, dealt with the media, and represented the Council at meetings.

National Children's Bureau
2001 - 2005

Website Editor

Overall responsibility for managing this complex organisation's online presence and its family of websites. Included writing and implementing a new media strategy for the organisation, giving advice to senior management, project managing two major redesigns of the main site, line-managing one individual and supervising contract developers and graphic designers. As a part of the wider marketing and publications team the work involved juggling competing requirements and ensuring that staff and outside stakeholders were involved and consulted. Included managing several new websites through the development life cycle from concept to launch. Also included redeveloping and maintaining the organisation's online bookshop, working closely with the IT team on projects, and writing manuals and providing training to staff.

Grit and Oyster Limited
1999 -

Web Developer & Director

Through my own limited company I do contract work, provide advice on online communications and work on web development projects primarily for voluntary sector organisations.

Springwater Software Limited
1995 - 1999

Technical Author

Boaters Coffee Co. Limited
1994 - 1995

Direct Marketing Manager

Qualifications and Training

MSc Multimedia Systems 1999

London Guildhall University

BA (Hons) Politics 2.1 1993

University of Portsmouth

IDeA Leadership Academy

Planning as a Strategic Tool

Local Gov Leadership Centre

Next Generation Programme

LGID training

Diversity, Councillor Mentoring, Peer Review

Other Information

A school governor and trustee of an arts and museums trust. I am a keen cook, enjoy reading history and biography, and can mix a mean martini.

Full driving licence

References are available on request.