

PROFILE

I've been working in digital for over 10 years, the last 5 in senior agency positions, crafting and creating our digital responses - from pitch strategy and pitching, formulating creative briefs, overseeing projects, running strategy sessions and training courses, and even the odd piece of last-minute copywriting.

I am excitable, energetic and enthusiastic about the internet, so much so that I like to talk about it in pubs. I like to think I know quite a lot about it, including how people like to use it, what might happen to it in the future, and how it might continue to affect brands. Despite repeated attempts, I still don't understand where planning stops and creative starts.

EXPERIENCE

PLANNING DIRECTOR

Reading Room, London

March 2006 - Current

As a senior member of the management team, and head of planning for the agency, I am one of the core team responsible for the creative and strategic output of the agency. My work at Reading Room has manifested itself across three core elements: pitch-winning strategy and creative; account planning; and business innovation.

Pitch successes include Royal Mail, The Glenlivet, The Department of Health, The Economist, Porsche and Nectar. A good pitch tells a story - for the Royal Mail, I told them of an organisation that looked to push data out to its clients; where a collection of widgets and RSS feeds provided real-time information for their clients direct from the desktop. For The Economist, I talked about the importance of scale, using cut-out daisy-chain men to illustrate the gap in education between Africa and Western Europe. No matter what the client, the stories always have two things in common - to excite the client of the potential of their brand, and to explain simply and easily how we would deliver business success.

My planning work for The Glenlivet eCRM has conceived a database with a potential lifetime value of over £1m and boosted intention to purchase by 50%, whilst delivering over 12,000 signed up users (over double our original target). Ongoing email communication around the theme of whisky traditions has allowed us to build a loyal following of 45+ age men, who regularly interact with the site, leaving comments and feedback, proving that user generated content is not just the vanguard of the young. It has delivered some phenomenal results, increasing brand awareness, recognition, consideration and preference. To almost 75% of the members of the eCRM program, The Glenlivet is now "a brand I trust".

My ongoing planning for the Department of Health's Smokefree campaign includes using behavioural economics to review our activities, altering and improving processes, and adapting the creative to increase the likelihood of the consumer taking action. This has resulted in a 100% increase in conversion rates over the last 4 months.

Other planning work includes conceiving, planning and securing funding from Royal Mail to build their first ever Facebook application; devising an interactive experience for loyal Porsche owners, to encourage use of Porsche's customer feedback website; and devising a four-step plan of simplicity, to help our user experience consultants to simplify and improve the Nectar website.

Within the Reading Room business, I created a dedicated interactive marketing division, the success of which caused it to be merged with the strategy team, to bring a larger creative and marketing focus to the agency as a whole. I developed an integrated communications framework which is now adopted within the company, and also created and delivered digital strategy and brand workshops which have formed the template for other planners. I changed our pitching process to improve relevancy to the client and worked hard to develop a relationship with Brunel University, running lectures and a yearly project for work placement students.

JAMES ADAM SEFTON

TECHNICAL HEAD

exposure, London

December 2004 - March 2006

At exposure, I was responsible for the technical and interactive side of projects we delivered to our major accounts, which included Playstation, Disney and Redbull. I pioneered the use of user-centric development techniques such as Use Case Scenarios and Personas - both integral for the creation of eyetoy.com, Playstation's flagship site for their Eyetoy games. This helped deliver over 100,000 unique users and 30,000 signed-up members within its first month. I also worked across non-eyetoy titles such as Singstar, offering advice on interactive elements and technical implementation.

APPLICATION DEVELOPMENT MANAGER

Cable & Wireless, London

December 2001 - December 2004

I ran part of the team responsible for in-house development of online solutions for the business. We created an effective, fast-run and flexible development team and methodology that allowed us to successfully compete against Cable & Wireless's outsourced development agency (IBM).

CONSULTANT

Percussion Software, London

June 2000 - December 2001

Primarily focused around pre-sales consultancy, my role also spanned implementation of the product. I was responsible for leading the technical side of pitches, organising product demonstrations and helping run trade fairs. I also worked onsite with clients such as Eversheds and Virgin Travelstore, to help them implement the system.

WEBSITE DEVELOPER AND TRAINER

Andrew Ballantine Technology, Basingstoke

January 1998 - June 2000

I started work at Andrew Ballantine as a marketing assistant, but having taught myself the fundamentals of HTML and JavaScript, I moved into developing a number of online systems, including their own website and an online help system for their main Programme Management product. I also wrote and delivered two 2-day training courses in Microsite Project.

EDUCATION

UNIVERSITY OF DERBY

Experience of Writing with Literature, 2:2, 1994 - 1997

THE FOREST SCHOOL

A-Levels: Theatre Studies, History, English, 1987 - 1994

SKILLS

Intelligent, analytical thinker with ability to learn exceptionally quickly, and put learnings into practice. Problem solver. Works well in isolation or as a member or leader of a group with a real passion for delivering creative, effective solutions for clients. Can run workshops, run user interview sessions, formulate creative briefs, deliver initial creative concepts and devise online solutions from a creative, planning and technical perspective. Excellent written English and comfortable working on both Mac and PC.

ETC

I've been taking photographs of European cities with a small, old Russian Lomo LC-A camera, and also been playing bass in a band, The Sweet Confusion. I've read some books by Malcolm Gladwell and, in between this, I seem to have lost most of my time on Twitter, Facebook and in old boozers around Soho, Fitzrovia and West Dulwich. I use my middle name.

REFERENCES

Available on Request