

IAN APPLGATE

Address: 7 Fieldhouse Road, London, SW12 0HL
Web: me@ianapplegate.com | www.ianapplegate.com
Date of Birth: 07/11/1980
Tel: 07989638485

PROFILE

An experienced digital project manager & information architect, encompassing a range of different skills & interests, with a strong understanding of digital business & marketing. My appetite for knowledge of the Internet & web development, coupled with personal successes in online business, has enabled me to become a resourceful member of any web team. I have a firm grasp of web standards, including XHTML, CSS, JavaScript, Flash, XML, experience in building CMS and eCommerce solutions, as well as creative, brand executions. I have strong project management skills, whilst possessing good inter-personal skills and team management.

PROFESSIONAL EXPERIENCE

- **AKQA:** Responsible for production and delivery across all Nike accounts, primarily Nike Football, as well as Women's, Sportswear and UK. Running day to day production, large product campaigns, live web streaming, social media, online media and CMS development. *August 2009 – present*
- **The Good Agency:** Lead PM & I.A. Responsible for recruiting the technical & creative team, as well as setting up all processes for project management and internal workflows. Also lead information architect on all digital projects - Durex, Diageo, Muller, Wrigleys, AHEC & Westcon. *July 2008 – August 2009*
- **Poke London:** Project Manager on the Orange account for the online execution of the new brand placement (I Am Everyone), through a website, online advertising, a media partnership with MySpace & last.fm, development of a new blog setting up a UK music tour. *March 2008 – July 2008*
- **26London:** PM for all Royal Navy/Marines projects – *Nov 2007 – March 2008*
- **DLKW:** PM on BAA, Bank of Scotland & AA – *Nov 2007*

Lead Project Manager - Sep 2007 – Nov 2007: Candi/LBi International

Lead project manager for the full rebuild of www.morrisons.co.uk. Managed a team of 12 in-house/contracting staff; I.A., front-end dev, creative team, content manager, software developers and also an external content agency. The project included a CMS deployment, with a full re-architecture, redesign & rebuild including specifically personalisation, recipe databases, AJAX controls and Flash videos.

Project Manager - June 2007 – Sep 2007: Underwired

Account & project managing major clients' websites, email marketing campaigns & online advertising. Worked closely with digital planning & strategy in IA & wireframing; delivering accessible, successful solutions online. Clients: Nickelodeon, BookStart, Institute of Cancer Research, ProspectsNet, TranSys & KNAS.

Account/Project Manager - June 2005 – May 2007: TechnoPhobia Ltd.

Worked directly with Green Flag, Morrisons, Tesco Personal Finance, RBS, Best Western, OGCbuying.solutions & Prudential. Actively involved in online ad campaigns, site rebuilds & day-to-day maintenance of websites. Involved in proactive business development of existing online brands as well as collaborating with the Sales team on new business pitches. Central in turning around the relationship with major client UKI & overseeing a large increase in revenue.

Manager and owner - Jan 2005 July 2008: getatrowel.co.uk

I managed online business “getatrowel.co.uk”; as the UK’s leading resource for archaeological supplies, looking after site development, marketing and finance.

Manager and owner - Sep 2004 – May 2005: Hidden Records

Created a niche business, online ecommerce & offline store, supplying alternative music & clothing. Managed all marketing, financial bookkeeping & stock handling.

EDUCATION

Sep 2000 – 2004: University of Sheffield
BA Honours Politics – Grade 2:1 Attained

Sep 1998 – June 2000: Thorpe St Andrew 6th Form, Norwich
A Level's

History	English Literature	Economics
A	A	B

ACHIEVEMENTS & AWARDS

President: World Model United Nations Society, University of Sheffield
Led an award-winning delegation to Harvard World MUN- Heidelberg, Germany & received “*Best Delegate*” award in the UN Development Programme (UNDP).

Norfolk Scholar award, Thorpe St Andrew, Norwich
For high and consistent achievement at sixth form college.

HOBBIES

Snowboarding, web design, wordpress, photography, travelling, gardening, cycling.