

# Nick Cassidy

## Senior Digital Project Manager

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### Summary

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- Over 15 years' experience producing and project managing award-winning high profile websites and digital resources.
- Certified Scrum Master and Prince 2 Practitioner.
- Clients include Trafalgar Tours; Wasps Rugby FC; Manchester City FC; Rugby Football Union; The Royal Botanical Gardens, Kew; The National Theatre; The National Archives; PokerStars; Great Ormond St Hospital; The Guardian; London Fire Brigade and Channel 4.
- Agile development; specifications; wireframes and process flowcharts; scheduling and budget management; managing in-house, remote and sub-contracted production teams.
- Experience and proficiency in a range of CMS, software and technologies including Sitecore; Wordpress; Umbraco; Open Harmonise; Jira, Easybacklog; Google Analytics; MS Project/iTask; Photoshop; Media Composer; Final Cut Pro; HTML; CSS; PHP/mysql...
- Experienced in user centred design; information architecture; UX; accessibility; SEO; responsive web design.
- Awards include a BAFTA, IVCA, BIMA Judges & Grand Prix, Museums & the Web, Focal International and BETT.
- Experienced video producer.

### Employment History

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#### Senior Project Manager

##### Aqueduct

February 2012 – Present

Trafalgar Tours complete responsive redesign and CMS build of global travel brand, Trafalgar Tours, website (trafalgar.com). Interfacing with a number of external systems - booking engine, CRM, feeds to 3rd party brands and travel agent portal. Sitecore Systems Integration Award winner 2014.

##### London Wasps

Rugby Union club responsive redesign and build, new,CMS

MTS Markets (London Stock Exchange) Rebrand and CMS migration

##### Manchester City FC

Build of eleven international versions of the mcfc.co.uk website (sport website of the year 2012) including CMS translation infrastructure; fixtures & results redesign and build.  
mcfc.co.uk

##### Aqueduct Liveplayer – BT Sport, Wasps

Development of Aqueduct's Liveplayer match day centre application for BT Sport and Wasps rugby club

##### Rugby Football Union (RFU)

Homepage redevelopment, RFUTV, fixtures and results sections and in conjunction with IBM, development of 'Try Tracker' - the world's first rugby stats app/interface now used for major international tournaments. Ongoing support and maintenance  
rfu.com

##### ArgusMedia

Build and CMS upgrade of ArgusMedia's UK and international websites  
argusmedia.com

Argus Direct iPad app  
Build of B2B app for displaying and comparing financial indexes, news and market reports

Support / maintenance of other clients including the Football League; the Football Association; Next Gen Series; ICAP and Stolt Nielsen

**Senior Project Manager / Producer**  
**Videojuicer**

April 2010 – February 2012

Wella International  
Microsite and Facebook app for live streaming catwalk awards show with integrated commenting and voting

Next Clothing  
Video platform development & integration

Gt Ormond St Hospital  
iOS web app design and build for post intervention debriefing; Risky Business website and CMS design and build  
risky-business.com

PokerStars.tv  
Website and CMS redesign / ongoing development programme and maintenance  
pokerstars.tv

Universal Music  
Integrated video / ecommerce platform design / build. Remote seekable mixed media player design / build.

**Digital Project Manager/Producer**  
**The Guardian**

October 2007 – March 2010

Power Up  
Website design and build, draft editorial content for EDF Energy powerup.edfenergy.com

Kew Gardens  
Website redesign and front end build  
kew.org

The Great Plant Hunt  
Website and CMS build for Kew Gardens / Wellcome Trust  
greatplanthunt.org

Newsmaker  
Website and CMS design and build for the Guardian  
newsmaker.co.uk

HM Revenue & Customs, Direct Gov  
Video production (directing/editing/encoding) for online delivery

London Fire Brigade  
Production of video / animation / print and video resources

**Project Manager**  
**Illumina Digital**

November 2005 – September 2007

QIA Diplomas  
Website and offline resources for the Quality Improvement Agency  
teachingandlearning.qia.org.uk/tlp/xcurricula/

Stagework  
Website redesign and build / content manage for the National Theatre stagework.org.uk

Axon  
Content development and video production for BBC Jam

Focus on Film  
Video editing app design / build for The National Archives  
learningcurve.gov.uk/focuson/film/editors-room/

## **Multimedia Producer**

### **Glasshead**

April 1998 – October 2005

London Gifted & Talented  
Design and build of numerous microsites  
londongt.org

Homework High  
Website build and management for Channel 4  
(archived version of website available only at [channel4learning.net/apps/homeworkhigh/](http://channel4learning.net/apps/homeworkhigh/))

Rise of the Robots for Channel 4  
Website build  
[channel4.com/science/microsites/R/robots/](http://channel4.com/science/microsites/R/robots/) (archived)

Real Teachers for Channel 4  
Website design and live streaming video from classrooms

Science in Focus for Channel 4  
Website design and content development to support Channel 4 TV series

## **Video Producer**

**Channel 4, Teachers' TV, Granada Media, Evans Woolfe, Arts Council, Science Year, Media Trust**

January 1996 – January 1999

Broadcast and online video production - shooting, editing, directing.

## **Education History**

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### **London College of Printing**

Aug 1994 – Sep 1996 ( 2 years 2 months )  
M.A. Documentary Research and Screenwriting

### **Imperial College of Science & Technology**

Aug 1989 – Sep 1990 ( 1 year 2 months )  
M.Sc. Environmental Technology

### **University of Sheffield**

Sep 1982 – Jul 1986 ( 3 years 11 months )  
B.Sc. Biochemistry Sp Hons 2i

## **Languages**

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Spanish Conversational

## **Other courses**

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Prince2 Practitioner

Certified Scrum Master

PHP and MySQL Web Programming – City University

Practical Video Encoding – Ravensbourne College of Art & Design

Running Projects with Agile – Thoughtworks

Web Authoring – City & East London College

Betacam Camera Operation – Ravensbourne College of Art & Design