

Justin Seals

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Head of Digital/Digital Consultant

A results-oriented professional with 9+ years of experience in technical project management. Well-versed in translating missions and goals into operating plans, with clear benchmarks and objectives. Exceptional at aligning technical projects to organisational goals thanks to my development background, analytical and strategic planning skills, big picture thinking, problem solving, cost control and process improvement capabilities. Strong personal drive to improve the well-being and quality of people's lives.

Proven expertise in:

- Project planning & scheduling
 - System & technical implementation
 - Process optimisation & management
 - Budget admin & cost containment
 - Financial reporting & analysis
 - Strategy & big picture thinking
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PROFESSIONAL EXPERIENCE

Freelance – London, UK

Digital Consultant, Jan 2020 to present

I've worked with international clients to lead their web projects from inception to completion, translating their missions into clear goals and operating plans. I work closely with the organisations' internal teams and external agencies or developers to keep all projects on time, on budget and to a superb quality.

Key Contributions:

- Managed the development of the [Energy Policy Tracker](#), a global energy data platform, coordinating the work with IISD and a consortium of 15 other organisations. I steered the project from onboarding and tender creation to live in under 8 weeks, and have been supporting its ongoing developments and maintenance since
- Currently managing the development of a global web repository of net zero pledges and pathways for a key climate charity, working with a wide range of stakeholders

The Mix – London, UK

Head of Digital, Jan 2019 to Jan 2020

I managed the digital delivery team and lead in the scoping, scheduling, resourcing and tracking of digital projects at The Mix ensuring they are delivered on time, on budget and to agreed requirements. These projects encompassed web applications, mobile applications, multi-system integrations, helpline systems and AI & Chat bots.

Key Contributions:

- Successfully delivered all digital KPIs throughout multi-year grants, including charity cohorts and government funded projects
- Built a fully autonomous and easy to use budget tracker for the entire organisation

Multiple Sclerosis (MS) Society – London, UK

Digital Development Manager & Project Manager (*contractor role*), Jun 2018 to Oct 2018

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I managed the technical maintenance and development of the website, online tools, platforms, functions, hosting infrastructure and the next major phase of web development. I created effective technical scopes and resolved critical issues to improve the organisation's performance.

Key Contributions:

- Identified a £60k (80%) saving on yearly hosting costs by streamlining deployment processes and migrating hosting infrastructure and enhanced website search results accuracy by implementing a weighting structure

BPL Marketing, London, UK

Senior Digital Project Manager, Sep 2015 to Feb 2018

With The Royal British Legion as my primary client, I directed end-to-end functions of larger web projects/campaigns from feasibility analyses, scoping, and financial reporting to people management. My role included reviewing project budgets, resolving discrepancies and spearheading a multi-disciplinary project team. I also enhanced operational processes to increase business efficiency.

Key Contributions:

- Grew client portfolio to £500k of revenue and achieved the company's highest profit ratio by exceeding customer expectations and creating strong relationships
- Attained significant enhancement in business performance, by introducing an effective internal communication system, optimising and revamping management and budget processes

Africa, Middle East, Asia, & South America

Travelling & Volunteering, Dec 2013 to Jul 2015

I participated in humanitarian aid work programmes in multiple countries, including a volunteer construction project in rural Ghana and an orphanage to support disabled children in Cambodia.

MintTwist – London, UK

Client Services Manager, Jun 2011 to Dec 2013

I created and directed a new support department, far exceeding customer expectations by managing all of their requirements from high-value full website builds, to micro enhancements. I reported to the agency directors on department profitability, resource requirements, strategy implementation and future growth plans. A major highlight was increasing support business revenue from £50K to £350K per year within two years (a 700% increase)

Additional experience as Web Strategist for Digital Broadcasters, (Feb 2010 to Apr 2011)

EDUCATION

BA in Mechanical Engineering: Brunel University, UK (2006 - 2009)

TECHNICAL PROFICIENCIES

Microsoft (*Excel, Word, Outlook and PowerPoint*), FTP Clients, hosting environments and domains, Photoshop, HTML(5), CSS(3), Jira, Asana, Slack, Toggle, Trigg, Gemini & Trello