

## Introduction

I am a veteran content strategist with a rare blend of strategic, journalistic, technical and user experience skills. My expertise spans online, offline, project management, content creation, user research, private sector, public sector and voluntary sector.

## Basics

Latest role: Freelance Content Strategist  
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## Work history

March 08 – present Freelance Content Strategist  
Aug 04 – Feb 08 Founder & Director, [Intelligentgiving.com](http://intelligentgiving.com)  
June 00 - June 03: Senior content strategist & consultant, Scient (subsequently LBi)  
Feb 98 - May 00: EMEA websites project lead, PricewaterhouseCoopers  
May 95 - Feb 98: Freelance journalist, photographer, website consultant  
May 92 - May 94: Editor, *Camping Magazine*  
Sep 90 - May 92: Freelance environmental journalist, travel writer

## Typical content management projects

Restructuring and **repurposing content** for Allied Domecq's global intranet.

Building Britain's most popular consumer charity website **intelligentgiving.com**

Creating the strategy and content for the **UBS grad recruitment** website.

Building a complex online collaboration strategy for **remote teamwork** between sales teams for a multinational hi-tech manufacturer.

Creating **online and offline content strategy** for property company Jones Lang LaSalle.

Performing **user research** and building user strategy for Scient's intranet.

Creating **PwC's online branding** and procedural guidelines and rolling out training.

Management of **live video webcasts**, catering to external and internal audiences.

Creating guidelines for **interpreting statistics** generated by net.analysis.

### Typical journalistic projects

Interviewing a wide range of **industry heads**, including the CEOs of British Telecom, UBS Warburg, Unilever and Psion.

**Sub-editing** material by - and challenging - a kaleidoscopic range of writers from Neil Ascherson to Mystic Meg.

**Investigating allegations** of netphone applications' reckless use of bandwidth.

Rapidly **learning the finer points of 'harmonic distortion'** while researching alleged inefficiencies of energy-efficient lightbulbs.

Raising **legal questions** over the transfer of Internet packets into the ham radio environment.

**Interviewing RAF veterans** on the long-term effects of radiation derived from the Christmas Island nuclear tests.

### Skills: project management

I have managed a wide variety of projects and teams including:

The wholesale **conception, fundraising and build** of the award-winning Intelligent Giving website

The overhaul of the EMEA websites for the **Price Waterhouse** and Coopers & Lybrand merger.

Managed the PricewaterhouseCoopers **EMEA web development** team, incorporating developers, writers, designer, plus a virtual team of European staff (Marketing and IT roles)

Managed the **Intelligent Giving team**, including experienced web developers, three full-time staff and half a dozen Oxbridge interns

Managed a **consumer magazine** as editor, commissioner and advertiser

Managed a **team of writers** developing the new UBS Grads web site

A score of builds/redesigns/content migration of websites/intranets/client portals

**Skills: copywriting**

**15 years writing articles and sub-editing** other writers' copy on a broad range of magazines and newspapers including:

*The Guardian, The Independent, The Times, The News of The World, The Mail on Sunday, The Sunday Mirror, Internet Magazine, Export Times, Middle Eastern Economic Digest, Focus magazine, Computer Gaming World, What HiFi?, Communications News, Green Magazine, Export Times, MacUser, What Personal Computer, Radio Times, Sky TV Guide*

I proof-read and sub-edited the world's **best-selling Internet guide**, *The Rough Guide to the Internet*.

I wrote and on a rolling basis sub-edited the 270+ editorial pages at [intelligentgiving.com](http://intelligentgiving.com) and wrote numerous associated articles in national newspapers and magazines.

**Skills: technical/early adoption**

**14 years' active use** and experimentation with the Internet: keen observation of the development of the Web from academic sandbox to commercial flywheel.

**Observation, commentary and use** of content management systems, collaboration environments, SEO, streaming technologies, webcasting, IP telephony, Usenet, IRC, plus the graveyard of failed technologies.

Hands-on **construction/commission and maintenance of several public sites** including Intelligent Giving (Drupal), PricewaterhouseCoopers (Lotus Domino), Sky Computer Channel (proprietary system) and Link House Magazines (hand-coded HTML).

Creation and marketing of QTVR **interactive photo panoramas** in 1995.

Creation of **podcasts**, before the name was coined, at [along.com](http://along.com) in 2005.

**Skills: marketing, PR and public speaking**

Designing and implementing the highly successful **internet marketing and PR strategy** for Intelligent Giving, incorporating:

**Public speaking** at high-profile events hosted by a range of organisations from BiTC to NCVO, including delivering the keynote speech for *Third Sector* magazine's 2007 Forum

**Live appearances** on BBC national news, Sky TV news, Radio Four MoneyBox Live and a variety of local radio stations

Over 100 mentions of Intelligent Giving in **national newspapers** in its first year of operation

**Search engine optimisation** implementation which placed Intelligent Giving on the front page of a wide range of Google search results, securing inward links from BBC News Online and [guardianunlimited](http://guardianunlimited)

**Skills: marketing, PR and public speaking, continued:**

Hands-on experience in **marketing** the PricewaterhouseCoopers web presence externally and internally, reinforcing brand values and standards to PwC staff.

Reviewing Web sites, **interviewing seminal Internet thinkers** including Vinton Cerf, Peter Dawes and Jim Sterne.

Many years tracking **Web marketing techniques** through the international conference circuit (starting with Geneva Telecom 96).

**Cultural experience**

For five years I dealt on a regular basis with technical and marketing contacts at all levels in the **principal European countries** and a sprinkling of African and Middle Eastern territories. I also participated frequently in US-based global Web projects.

My experience builds well on a childhood abroad, an honours degree in Social Anthropology, four years of independent travel through Latin America and Africa, and a working knowledge of French and Spanish.

**Voluntary sector experience**

I have been involved as a volunteer and donor with Friends of the Earth, Amnesty International and Oxfam since the age of 18 and I visited development projects as an Oxfam guest in Bangladesh and Ethiopia.

My first professional engagement with the sector came with **Intelligent Giving** (see above). In the process of building the organisation I engaged with countless charities and associated organisations, and I have a keen feel for the **issues facing the sector**. I also have a deep understanding of **transparency**, accountability, company accounts, fundraising and charity PR – Intelligent Giving's foci of attention.

Over the last four years this work gradually earned the respect of a sector of society that was unused to analysis. As such I have the ear of the leading figures within it as well as many on the fringes, including **foundations, donor advisory organisations** and major donors.

In 2007 I appeared on the *Citywealth* European list of inspirational philanthropists.

## Job profiles

**Freelance / The Storm (Digital) Ltd** (a digital media agency specialising in financial services).

Over the last year I helped to conceive, user-research and manage the migration of content for a City reinsurance firm intranet. I also created the idiosyncratic, brand-friendly text for a chain of high-street juice bars. I am currently advising an editorial agency on online content migration for the Department of Children, Schools and Families (DCSF).

**Intelligent Giving** is the UK's first independent, not-for-profit **charity watchdog** aimed at the general public. It is itself a charity. Its main manifestation is a website ([www.intelligentgiving.com](http://www.intelligentgiving.com)) built on a tight budget, which carries profiles of the country's most popular 1500 charities. The profiles are supported by interesting, light-hearted commentary advising visitors how to give. The company also has an **impact in the national press**, highlighting examples of poor charity practice (BBC Children in Need, the Wooden Spoon Society) and poor, charity-related company practice (Football Premiership CSR work, "ethical bonuses").

The concept was entirely my own, as was - with the help of two staff and several graduate volunteers - implementation. Therefore I was responsible for **every aspect of operation**, from fundraising to recruitment to procurement to development, and more. The work required the full range of strategic, tactical and logical skills – not to mention stamina - required of all entrepreneurs.

The value of my work has been recognised by the Royal Society for the encouragement of Arts, Manufactures & Commerce (RSA), which invited me to become a Fellow in 2007.

The website won the *New Statesman* Award for Transparency & Openness in 2007 and was shortlisted for the BCS IT Industry Awards 2008.

I left Intelligent Giving to make way for a director which the charity could more easily afford. I remain an active trustee.

**Scient** (now LBi) is an ebusiness consultancy offering end-to-end and business transformational capabilities. My role was to build content strategies which successfully met business and customer needs using the most appropriate content, functionality, partnerships, channels and technologies. My approach was guided by a multidisciplinary methodology summarised below:

Assist user researcher in **interpreting user profiles** and needs.  
In light of results and Business Analysts' goals, **audit existing content** of client and competitors.  
Help create and **test content objectives** with target audiences.  
Create **detailed content plan**, including organisational/staffing requirements.  
Oversee and where necessary **create content**.

## DAVID PITCHFORD - PROFESSIONAL RÉSUMÉ / CURRICULUM VITAE

**PricewaterhouseCoopers** is a professional services partnership with member firms in 150 countries. My project manager role covered Europe, the Middle East and Africa. The work was split three ways:

I **advised country firms** in finding resources and maintaining their Web sites. This entailed visits during which I trained staff in strategy, branding, marketing and inputting. I also advised EMEA-based global service lines and industry groups.

I **managed a team of designers and HTML editors**. We created templates for country sites and microsites for new projects. We worked closely with the Notes technical team on interactive projects including discussion databases, webcasts, on-the-fly surveys, mailcasting and specialist databases.

I developed **guidelines** and advised on marketing and content.

### Preceding and intervening years

July 03 - July 04:	Travelling
June 94 - April 95:	Travelling
1991:	Diploma in Magazine Journalism, London College of Printing
June 89 - June 90:	Travelling
1989:	2.1 degree in Social Anthropology (Hons), Manchester University
1983:	'A' levels in English, French and History, Haileybury College

### Interests

International aid, expedition travel, history, tinkering with PCs and associated gadgets, my allotment, my wife's Jensen Healey

### Referees

**Holly North** – Director, MediaNorth digital media consultancy

**Alastair Wilson** – Director, The School for Social Entrepreneurs

**Natalie Tsang** – Head of consulting, LBi (formerly Scient) digital media consultancy

*Contact details available on request*