

# James Hirst

Digital Producer & Consultant

## Personal Info

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## Professional Profile

- An internet professional with 12 years' experience specifying and building web services, sites and campaigns
- Founder and co-owner of a successful web development and hosting business, from 2001 until its profitable sale in 2009 - acquiring an invaluable combination of commercial sales experience, technical knowledge and business management skills
- Recruited by leading digital agency, Reading Room, as the Account and Project Director on their largest account - successfully growing the client relationship, pitching concepts and managing development projects
- Now Senior Producer & Consultant with Reading Room Studio Ltd – a newly launched subsidiary company focusing on strategy and social media

## Employment

### Senior Producer & Consultant

2011 - PRESENT

#### *Reading Room Studio Ltd*

Reading Room Studio Ltd focuses on digital strategy development, UX, IA and customer engagement. We deliver strategic digital insight across the Reading Room Group to ensure all clients benefit from the latest digital opportunities.

#### **Key Achievements**

- Senior Producer within Studio, leading client engagement from pitch through delivery and building lasting client relationships
- Consulted with a leading city law firm to develop their digital strategy, taking senior partners through the process whilst engaging stakeholders at all levels
- Developed the law firm's resulting web presence, employing the latest in behavioural targeting and integrated engagement technology
- Worked with two of the UK's leading charities to develop their digital strategies
- Pitched and delivered the highly successful NHS Smokefree 'facebook' presence and campaign

## Employment

### Project & Account Director

2009 - 2011

*Reading Room London Ltd*

Combining strategy, design and technology to deliver site build, maintenance and marketing campaigns for global clients, including government departments, plcs, and third sector organisations.

#### Key Achievements

- Launched the 2009-10 £0.5m award-winning 'NHS Smokefree' campaign for the Department of Health: liaised with 12 other agencies, combining above and below the line, digital and offline media for a truly integrated approach
- Concurrently managed seven other key client accounts alongside ongoing new-business pitches

### Internet Consultant & Owner

2001 - 2009

*A4 Internet Ltd*

Founded in partnership with a Graphic Designer in 2001, A4 Internet was a London-based web hosting company that diversified into web development and e-commerce solutions, opening an overseas off-shoring company in Eastern Europe as a cost-effective way to expand the UK business

#### Key Achievements

- Specified, managed and launched web services, bespoke web applications and SME websites, for clients ranging from start-ups to Virgin Atlantic and Sony BMG
- Presented to, and won, contracts with Board Directors at plc level
- Grew turnover to £1/3 million within five years of start-up, through a combination of tight cost control, production, cashflow and effective marketing spend
- Held sole responsibility for the company's accounting, compliance, sales and operations
- Recruited and managed eight designers and developers, staffing our offices and retail units in London and Slovakia

## Education

### Young Entrepreneur of the Year

2001

*Surrey Regional Winner*

### UCL London, Faculty of Law

1999

*LLB Laws (incomplete)*

### Reigate Grammar School

1998

3 'A'-Levels: Politics(A), Business Studies(A), Geography(B)

10 GCSEs: 6 A/A\*s, 4 Bs

## Interests

### Distance Runner, Snowboarder & Geek