

Bryn Isaac

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Profile Summary

I am a client facing digital project manager with over eight years experience of delivering new websites, upgrading existing websites and managing the creation of multimedia assets. I am a logical thinker and a clear and pragmatic communicator who excels on delivering the best possible outcomes. My recent successes include the production of the BBC Worldwide, Greene King and BMW Careers Websites.

Work History

Senior Digital Project Manager
AIA Worldwide, London

July 2014 - Present

- Managed the development of multiple website projects from initiation through to execution. Project budgets ranged from £40,000 up to £150,000. Clients included BBC Worldwide, BMW, Citi Bank, Greene King, Three and Thales.
- Led cross-functional teams of UX specialists, copywriters, digital designers and developers to deliver projects on time and budget. Motivated team members to produce their best work.
- Conducted regular client meetings, provided guidance on technical issues, and industry best practises for UX, design and development.
- Responsible for all project documentation including cost estimates, project plans, statements of work and budget reports.
- Prepared detailed functional specs in partnership with the development team. Worked collaboratively to resolve new issues and ensured all decisions were documented in JIRA.
- Created sitemaps and wireframes based on user statements, journeys and personas defined during the project discovery phase.
- Line managed a team of four DPM's providing advice and guidance and overseeing the delivery of projects. Interviewed new hires, assessed technical knowledge and fit within company culture.

Freelance Digital Project Manager

Oct 2012 - July 2014

Various SME's (Toronto, Canada & London, UK)

- Managed the development of a portfolio of company websites; facilitated discovery sessions, drafted business case documents, produced creative briefs, and designed & developed intuitive digital solutions.
- Implemented social media strategies for small businesses, managed PPC campaigns, developed brand voice and educated owners on insights and analytics data.

Advisor, Sport Partnerships Feb 2013 - Feb 2014
CT Corporation (Sport Chek, Canadian Tire Retail) Toronto, Canada

- Managed several key accounts in the sport partnerships portfolio, facilitated programme development with marketing and digital teams, ensuring maximum ROI and brand exposure on all available assets.
- Planned and implemented sponsor programs at international football matches, which included partner activations, unique fan experiences, in-stadium signage and the fulfilment of broadcast inventory.

Tour Project Manager Feb 2012 - Sep 2012
Lloyds TSB, London 2012 Olympic Torch Relay

- Managed team accommodation, IT requirements and distribution schedules during the 70-day national event; a key communication lead on the road for 50 activation staff.

Multimedia Specialist Aug 2010 - Feb 2012
Rick Hansen 25th Anniversary Relay, Vancouver, Canada

- Managed the creation, development and ongoing maintenance of the campaign website, worked collaboratively with an external digital agency and in-house developers to launch the website against aggressive timelines.
- Increased the reach of the organisations social media channels; created geo-targeted campaigns, PPC promotions and developed the strategy around the style, content and timing of updates.
- Tracked website and social media analytics, identified key audience behaviours and produced weekly reports for the senior leadership team.
- Planned the production and themes of a series of video web episodes that told the inside story of the 9-month, 25th Anniversary Relay.
- Photographed, edited and uploaded daily images from the Relay to Facebook & Flickr to garner support for the event, engage with participants and build social media following.

Education

Southampton Solent University, Southampton, U.K Sep 1998 - Sep 2001
BSc (Hons) Psychology

Courses

Project Management (PMI & PRINCE2), UX Bootcamp, Illustrator, Photoshop, MySQL & PHP

Interests

- Enthusiastic photographer (shooting urban scenes, street life and events)
- Outdoor sports enthusiast, enjoy skiing, canoeing and tennis