

John Band

A strategy consultant, project manager, writer/editor and online specialist.

Address: 2/93 Charlotte Street, Ashfield, NSW 2131

Mobile: +61 (0) 468 813 954

Email: john@johnband.org

Web: www.johnband.org

PROFESSIONAL EXPERIENCE

Mar 2013-Jul 2018

The Warren Centre, Digital Communications Manager, Sydney

Led email, website and social media strategy and implementation for University of Sydney-affiliated STEM think-tank.

Wrote copy across digital channels, designed and developed multiple websites, managed web servers and security across the organisation's online properties.

Administered and redesigned the organisation's contact database.

Worked with multiple internal and external stakeholders to provide appropriate solutions for specific projects.

Jun 2012-present

Intelligent Analysis, Director, Sydney

Proprietor and manager of boutique consulting firm.

Pitched, specified and undertook projects for multiple clients in Australia and overseas, covering business-to-business and business-to-consumer strategy across a range of industry sectors, with a focus on consumer goods and internet/technology strategy.

Jan 2010-Jun 2012

Freelance consultant, Sydney/worldwide

Conducted market research and analysis projects for Australian and global clients on a part-time basis while travelling and studying.

Nov 2008-Jan 2010

World Market Intelligence, Director of Content, London, UK

Built a content team split between UK and India to create databases of retail and construction company profiles, market sizes and project profiles.

Specified and worked with development teams to develop and launch a range of news and premium content websites. Cut costs and increased editorial consistency at existing print/online trade media titles.

Oct 2006-Nov 2008

PricewaterhouseCoopers, Strategy Consultant, London, UK

Worked for blue-chip multinational clients on corporate strategy and due diligence projects worldwide. Covered a range of business-to-business and consumer-facing verticals, including market sizing and opportunity identification projects.

Built an understanding of company and financial analysis to complement my existing skills in market and consumer analysis. Presented and justified report findings directly to clients' senior management teams.

Dec 2003-Aug 2006

Datamonitor plc, Senior Analyst, London, UK

Senior Analyst in Consumer Insight. Specified and wrote consumer insight reports. Led consultancy projects that involved major global market sizing and opportunity identification, both within consumer goods and in the IT sector.

Gave custom presentations to industry clients and international industry conferences.

Interviewed and quoted in the international printed, broadcast and online media.

Sep 2000-Dec 2003

Datamonitor plc, Editor/Managing Editor, Manchester, UK

Joined Datamonitor's online business news and comment team as Writer/Editor.

Devised house style for articles. Promoted to Managing Editor in under 18 months.

Wrote several news and comment articles daily.

EDUCATION

Jan-Jun 2012

TAFE NSW, Sydney

Diploma of Small Business Management (Distinction).

Jan-Dec 2011

University of Sydney

Master of Digital Communications and Cultures (Distinction).

Sep 1997-Jun 2000

Merton College, University of Oxford, UK

BA & MA in Philosophy, Politics & Economics (2:1).

Sep 1990-Jul 1997

Royal Grammar School, Guildford, UK

LANGUAGE SKILLS

- Good command of French (written and spoken).
- Basic Spanish and German (written and spoken).

TECHNICAL SKILLS

- Advanced Microsoft Excel, Word, PowerPoint, Access.
- HTML, PHP and SQL.
- SII Diploma in Interpretation of Financial Statements.

Australia/UK dual citizen. References available on request.