

Kern Roderick-Jones: Digital Publications Manager

Email: kern@kernrj.com

Web: www.kernrj.com

Tel: 07795 675451

Lives: St Albans, Herts

PROFILE

An experienced and professional digital producer who has worked in all aspects of publishing across digital and print. I have knowledge and experience of a range of digital strategies and platforms. I can budget, create, design, produce, commission and fulfill delivery on all types of media project. I have the added advantage that my background is in journalism so I can call on my editorial experience to interpret and carry out client briefs.

KEY SKILLS

- Project Management
 - Digital Team Leadership
 - Converting Print publications to Digital
 - Budget Setting and Control
 - Operations Planning
 - Product Development
 - Project Scheduling
 - Marketing Consultations
 - Contract Negotiations
 - Client Relationship Management
 - Quality Assurance and Testing
 - Overseas Outsourcing Management
 - Interactive E-commerce Digital Publications on various platforms and devices
 - Banner Advertising Creation and build development
 - iPad App development
 - Website Creation project management
 - Digital Marketing Campaigns
 - SEO, UI and Data Analysis
 - Hands-on production software skills - Indesign, Illustrator and Photoshop
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RELEVANT EXPERIENCE

- More than 20 years of managerial team leadership - running teams of developers, designers, producers on digital and print projects in UK and outsourcing to India and Russia.
 - Instrumental in building up a full-service multimedia and web development division in Chennai, India; managing the workflows through the two-centre agency including all trafficking, scheduling and resource management.
 - Implementing production systems and procedures for project change control, risk mitigation and delivery, ensuring the highest standards & best practices are maintained by all members of the team for CMS websites, bespoke Flash and HTML5 applications and digital magazine platforms.
 - Working with brands and agencies to develop marketing strategies and bring to fruition digital campaigns and direct-marketing services. For example; NSPCC, HPB, Going For Golf, Mitie
 - Launching award-winning consumer digital projects and Ceros publications for Sky, Tesco, Boden, Thomas Cook, Ikea, GlaxoSmithKline, Travelbag, Sandals, Nescafé, New York Philharmonic Orchestra and NSPCC.
 - Providing management, guidance, advice to ensure the continued personal and career development of team members.
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WORK EXPERIENCE

- Director/Digital Publications Manager

Kernal Communications Ltd 2012 - Present

I currently run my own e-commerce digital production company (www.kernal-communications.com) designing and building interactive magazines and e-commerce catalogues for brands and publishers including Gap, Mitie, Grazia, Attraction Tickets Direct, The Student World, Going For Golf Interactive and Tottenham Hotspur FC.

- Lead Digital Producer

Group FMG 2007 - 2012

As Lead Digital Producer, I was the key interface between clients and the delivery teams. I had overall responsibility for digital project delivery & ongoing client support, running multiple projects in line with commercial priorities. As well as managing the delivery of current projects, I was also responsible for the

development of the digital division, training, the development of the off-shore production infrastructure and the implementation of new processes across our offices in London, Chennai, New York and Bangalore to create efficiencies, delivering increased stakeholder satisfaction.

As head of a large team of producers, designers and Flash developers I was responsible for conceiving, budgeting, creating, building and producing a huge range of interactive digital projects from mobile apps to interactive publications and CMS websites. I have worked with clients all over the world including Boden and Sears in USA; Ford, Tesco, Guy Carpenter Insurance, Disney, BBC, RBI, Lloyds Bank in UK; Homecentre Sodimac in Chile; iGate Patni in India, Lorna Jane sportswear in Australia and many more.

Digital projects include websites, interactive magazines, Ceros, videos, apps, banners, games and data handling.

WORK EXAMPLES - for more see - www.kernrj.com or www.kernal-communications.com

url 1 - <http://apps.ceros.com/tottenham-hotspur/apps/spurs-shop/issue/christmas-collection-2012/p/1>

url 2 - <https://apps.ceros.com/attraction-tickets-direct/apps/interactive-guide/issue/feb2013/p/1>

url 3 - <http://asp-gb.secure-zone.net/v2/index.jsp?id=2104/2732/5900&lng=en>

url 4 - <http://fmginteractive.ceros.com/tescorewards/issue1/>

url 5 - <http://thestudentworld.ceros.com/spring2013/march/page/1>

url 6 - <http://mitiegroup.ceros.com/being-a-mitie-manager/being-a-mitie-manager/page/1>

url 7 - <http://mdcglobal.ceros.com/goingforgolfinteractive/mar-apr-2013/page/1>

url 8 - <http://www.sandalsinteractive.co.uk/>

url 9 - <http://cerosdata.bigkidlondon.com/web-assets/ALLI/Alli.html>

url 10 - <http://cde.cerosmedia.com/FCBarcelona-Kitbag-Catalogue/1P4b0d32eae83db012.cde>

● Senior Account Executive/Department Manager

Colour Systems/FMG 1997 to 2006

At FHM I was headhunted by FHM's repro-house to look after FHM's pre-press requirements as well as assisting editorial teams on production and scheduling. I was promoted to manage different departments (teams of up to 20 people) responsible for repro, retouching and print delivery work across IPC, BBC, Emap, Hachette and Haymarket publishing groups. Titles included Heat, Closer, Q, Grazia, Instyle, Wallpaper, Marie Claire and Elle.

● Production Editor

FHM magazine, Emap 1997

Production Editor of FHM in its record-breaking era of mid 90s when FMH sold a million copies a month. Ran subs desk - normal Production Editor role - dealing with contributors, schedules, reprographics etc.

● Freelance Reporter/Sub Editor

Fleet Street 1996

Spent a year freelancing on tabloids including The Sun, News Of The World, Mirror, People, Daily Sport as reporter and then sub-editor on various shifts and assignments.

● Editor/Group Production Editor

BBC Magazines 1988 to 1996

As Editor and then Production Editor I managed various teams of writers, designers and subs and launched and produced a large range of magazines including Match Of The Day and Fast Forward. During this time I also launched Radio Times into the digital era - working with BT to produce the first ever digital weekly 'edition' of the flagship BBC title.

● Reporter

Croydon Advertiser Group 1983 to 1988

Journalist/photo journalist on weekly local newspapers in the Surrey and South London based group.

REFERENCES

Stephen Waller, Global Head of Content
& Production, Group FMG
Email: steve.waller@groupfmg.com

Chris Norwood, Head of Studio Operations,
Hogarth Worldwide Ltd
Email: chris.norwood@hogarthww.com