

TOM BEARDSHAW

Digital/social producer, consultant, project manager and trainer

P: 07766 522955 | **E:** tombeardshaw@mac.com | **T:** @tombeardshaw

Experienced and entrepreneurial producer, project manager, communicator, creative consultant and trainer with a wide range of digital skills and experience working with teams across all sectors.

I bring strategic insight, creative solutions and people management skills to digital media projects, working effectively with designers, programmers and other creatives to realise a project's ambitions.

I have led digital strategy development, marketing campaigns, transmedia projects and political campaigns, working with arts organisations, small and medium businesses and social enterprises, political institutions, campaigning organisations, and community development projects.

Experience

2008 – present: Co-Founder and Director, NativeHQ, consultancy partnership

Cardiff based partnership specialising in social media consultancy, training and project management.

- Created and managed business with a reputation for high quality social media consultancy
- Managed business accounts, client relations, delivery of consultancy and training contracts
- Clients include National Assembly for Wales, Welsh Assembly Government, National Theatre Wales, The British Council, Royal Welsh College of Music & Drama, BBC, Oxfam Cymru.
- Delivered social media consultancy for Senedd Election 2011 to National Assembly for Wales
- Produced Transmedia project for Michael Sheen's The Passion of Port Talbot
- Developed social media strategy and online community platform for National Theatre Wales

2006 – present: Speaker/workshop leader, Employees Matter, Employees Network Specialist

Award winning seminar and workshops to employee networks in blue chip companies in the UK

- Designed and delivered seminars and workshops on children safety and the internet and fatherhood issues to employee networks in a range of major international companies.
- Clients include Goldman Sachs, Bank of America/Meryll Lynch, Accenture, Barclays Capital, Deloitte, Deutsche Bank, Citibank, Slaughter and May, Alan and Overy,

2011 – present: Student and teacher, Cyfle, digital professional skills for the creative industry

Cardiff based skills training organisation for the TV and Film industry

- Studying digital production in the context of multi-platform and transmedia projects
- Studied video/audio/image production, gaming, mobile/tablet apps
- Taught Social Media masterclasses and developed course website

2008 – present: Photographer, freelance

- Published photographs for National Theatre Wales, Royal Welsh College of Music and Drama, Spillers Records and Shock and Awe, Dirty Protest and UnDeb theatre companies.

2007 – 2011: Publisher, Family Info Ltd, social enterprise

UK social enterprise delivering information and support services to fathers

- Created www.dad.info - the UK's most visited website for new fathers
- Managed development of website content, ecommerce and customer relations systems
- Commissioned writers, edited, search optimised and published all articles on the site
- Wrote and produced the Dad Card - information card distributed to 500,000 new dads per year via UK maternity services.

2000 – 2008: Networks Director, The Fatherhood Institute, National UK charity

Child welfare and gender equality charity delivering policy, information, training and consultancy

- Successfully lobbied UK government to introduce Paternity Leave into British law.
- Created international network and managed £100K international conference and report project
- Two national conferences with 100K budgets across multiple public and private sectors
- Conference presentations, including to group of health ministers at World Health Organisation
- Created two websites for the charity, pioneering use of online membership databases
- Researched and wrote a number of reports, academic journal articles and press stories
- Represented the charity, internationally and nationally in broadcast, print and online media.

1995 – 2000 Head of Research, Care for the Family, National UK charity

Cardiff based UK family charity, working on parenting, caring and adult relationships

- Created and managed pioneering development of print resources for fathers and sons
- Assisted author in book publishing process through research and publisher liaison
- Represented the charity and managed sector relationships in UK family policy community
- Research and support to charity directors on parenting and relationship issues

1990 – 1995: Various positions, Early career roles

- Researcher in Environment and Population issues in policy department of charity: ActionAid
- Assistant to professional still life photographer working with large format film cameras
- Assistant to headmaster in a rural multi-racial school in Apartheid South Africa
- Poetry buyer and bookseller at Waterstones national flagship bookstore
- Shop assistant in Portobello Road Market

Skills

Management: Strategy and planning, research, budget control, workshop design and facilitation, training, communication, event management, team leadership, monitoring and evaluation.

Digital: Website development, social media integration and management, video production, photography, presentations, documents, spreadsheets, databases.

Software: Major social media platforms, all main office suites and online collaboration systems, WordPress, Photoshop, Lightroom, Final Cut Pro, Motion, video compression software, XHTML, CSS, and some PHP.

Qualifications

- *Masters Degree* Cardiff University – Social Ethics
- *Bachelors Degree* London School Of Economics and Political Science – Social Anthropology – 2/1
- *A Levels* St Mary's College, Southampton – 4 (A, B, B, C)
- *O Levels* St Mary's College, Southampton – 13

Current Course:

- *Post Graduate diploma:* University of Glamorgan - Digital Professional