

CURRICULUM VITAE

FULL NAME: Mark Rasdall
DATE OF BIRTH: 25th February 1960
PLACE OF BIRTH: Peterborough, Cambridgeshire, England
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PERSONAL STATEMENT

Throughout my career as an information architect I have always looked for new challenges, especially in the specification and building of new information systems. As well as the design and project management of new products and services, I have worked hard to ensure that management has recognised their value and championed their introduction and development.

Whilst being a very a good team player, I have demonstrated strategic insight and leadership qualities to bring about change. I have highly transferable skills which have been demonstrated by the variety of roles I have had during my career, where my abilities and professionalism have been consistently recognized.

I have always been passionate about writing and the words that form web content

CAREER TO DATE

January 2010 - **Knowledge Consultant**

Web content consultancy set up – Burwell Web Communications – to consult on all aspects of web communications (including, copy, usability and search engine optimisation); also offering database building and maintenance, information and desk research.

July 2001- **Knowledge Director, IPA (Institute of Practitioners in Advertising)** December 2009

Played pivotal knowledge management role in development of organisation
as

an open knowledge community for internal and external customers, allied to the commercializing of IPA services

Was responsible for strategic development of key knowledge areas: Website, Membership Database and Information Centre. Responsible for Membership Department budget of circa £500,000.

Directed extensive web development since launching the IPA's first site in 1996, including project management. Particular responsibility for content management and data flows between sites and IPA databases.

Created of internal and external communications and report analysis as part of the CRM value for money initiative.

Jan 1998- **Director of Information Systems, IPA** July 2001

Responsible for all strategic development and financial control of IS Department.

Specific duties included management of Intranet service, database building, developing subscriber-based system for European tenders service, managing all IT training requirements, short-listing agencies for Client enquirers, copywriting for internal and external communications..

As head of e-Communications Unit, responsible for strategic Development, writing content and all operational aspects of IPA website which was designated as the organisation's primary communications vehicle.

The IPA's Information Systems strategy was a key element in its achieving Investors in People accreditation. Played major part in corporate ID overhaul for the organisation.

July 1996 -
Jan 1998

Head of Information Systems, IPA

Responsible for merging of information and systems departments and their day-to-day management, including IT troubleshooting and information consultancy.

Introduced a range of IT strategies including company-wide e-Mail, web access and direct faxing from all PCs. Developed structured training for IT and regular user audits.

Oct 1988 -
July 1996

Head of Information, IPA

Responsible for the operation and strategic development of the IPA's key Information Centre providing responses to individual enquiries from over 200 member advertising agencies, and providing background research for the benefit of all customers.

Managed the Information Centre budget and team of four professional Information Officers.

Responsible for introduction of online searching capability to the department and then internet capability.

Managed the IPA's archive resources and initiated and managed its conversion to new document management system.

Member of internal management committee and Secretary to internal Working Groups on publications and IT issues. Served as Secretary to external Committees on IT and Creative Services.

Sep 1987 -
Oct 1988

Information Manager, Help the Aged

Management and development of specialised unit providing information to elderly people, their families and carers.

Researched, wrote and marketed series of information leaflets including securing sponsorship and national distribution outlets. Helped to launch Department of Health initiative to provide crisis advice throughout winter months and managed, trained and counselled team of volunteers manning the telephone lines.

After specialist training, undertook all national radio commitments for the charity in connection with information issues.

May 86 -
Sep 87

Publishing Manager, Alan Armstrong and Associates

Researched and compiled range of directories for information specialists. Controlled annual production schedule, liaising with printers, typesetters and designers. Sold advertising space and wrote and designed flyers and marketing support material for all volumes.

- May 85 - **Computer Services Officer, Saatchi and Saatchi PLC**
Apr 86
Designed and produced range of computer-based information reports for senior financial management team. These were written using UNIX shell scripts to run spreadsheets and databases consolidating cash and financials from all international operating companies.
- Oct 83 - **Information Officer, Saatchi and Saatchi Advertising Ltd**
Apr 85
Research and retrieval of business and marketing information, including on-line searching. Design and construction of range of in-house databases. Preparation of bulletins and current awareness reports for agency account groups. Project managed computerisation of the department. Devised and launched knowledge-sharing procedure for agency account groups.
- Oct 81 - **Library Assistant, Peterborough Reference Library and**
Sep 82 **Bretton Woods Community Library**
Performed range of library and information duties including cataloguing, classification and enquiry work in order to obtain thorough grounding in public information systems prior to commencement of MSc course.

EDUCATION DETAILS (since age 11)

- 1971-78 Arthur Mellows Village College, Glinton, Peterborough
9 'O' Levels; 3 'A' Levels: Economics (A), French (B), German (B)
- 1978-81 University of Leeds
BA (Hons) Economics (2.1)
Student representative on department management board
- 1982-83 University of Sheffield
MSc Information Studies (Social Sciences)
Awarded Dunn and Wilson prize for academic achievement
- 1993 Kingsway College, London
'A' Level: History (A)

PROFESSIONAL QUALIFICATIONS

- 1987 - 1993 Member of Institute of Information Scientists
1993 - Member of Library Association Now CILIP

OTHER INFORMATION

Basic spoken and written French and German. Clean driving licence. Good keyboard skills. Familiarity with range of Windows applications, including MS Office. Good working knowledge of WORD and EXCEL.
Basic HTML writing and design.
Excellent on-line and web searching skills. Great writing skills to strict deadlines. Good presentation and communications skills. Occasional reporting for Anglia Television. Member of MENSA since 1984

INTERESTS

Creative writing. I frequently blog on a variety of subjects and feed material to my website at <http://www.fencreative.co.uk>
Photography. I have rediscovered a love of photography and enjoy sharing and commenting on photographs.
Sport. I am a keen football fan and enjoy playing tennis and golf.