

Adam Turner

Personal profile:

I have over 16 years of experience of e-business consulting, website design, build and management and content creation / editing. Leadership, management (project, personnel and office) and strategic thinking have all been developed over this period.

My main areas of expertise are in Website Management; Content Creation / Editing; Consultancy (publishing processes, information architecture, information dissemination modes, methodologies and strategies); Accessibility; and Project Management.

Contact details:

128 Rakautapu Road, Kohukohu, North Hokianga 0453, New Zealand

Tel: 09 405 5700

Email: adam@notascooby.com

Web: www.notascooby.com

Qualifications:

BA (Hons.) Information Management (2:1) - 1987

PRINCE2 (UK Government Project Management) - 2001

Date of birth:

28 October 1964

Area of current / particular expertise:

I currently provide *ad hoc* consultancy advice for the UK Department for Transport (DfT). (I was contracted by the DfT in 1995 to provide site management services for various DfT corporate, micro- and campaign sites; this contract ceased in May 2011.)

A list of recent websites designed, built and managed for local businesses can be found on my website www.notascooby.com.

Website management means many different things to different people depending on the nature of the website; generally it entails any number of these aspects:

- designing, implementing and revising electronic publishing processes;
- interface and interaction design;
- budgetary control;
- staff management;
- editorial control and content creation;
- creating web-enabled content;
- website content editing;
- e-commerce;
- indexing;
- classification;
- analysis and design of information architecture;
- legacy, third-party and back-end system integration;
- search engine methodology;
- traffic analysis and interpretation;
- user surveys and implementation;
- usability testing and analysis;
- accessibility testing / compliance;
- metadata provision and search engine optimisation;
- site maintenance routines (posting, archiving etc.);
- creation and development of desk instructions (corporate internet guidelines);
- liaison with internal and external suppliers / clients;
- representing the client/organisation at various fora and;
- continual appraisal and development.

Career synopsis:

From 1995 to 2001 I was contracted by the UK Department of Transport (DoT) as their Website Manager. I created the very first DoT website in 1995 and subsequently merged the DoT and Department of the Environment (DoE) websites to create the Department for the Environment, Transport and the Regions (DETR) site in 1997.

During the final year of this period the site migrated to a Content Management System platform which I commissioned and implemented. Internal Civil Service staff were trained to take over my role and in August 2001 I relinquished managerial control to this internal team.

Numerous micro-sites were also created and managed from 1995 until 2011.

The DETR site was the first UK government site to broadcast 'live' streaming video of press conferences, the first to utilise 'sub-domains' and the first to provide a 'real-time' election results service - the *London Decides* referendum on the provision of a Mayor for London.

The DETR site, in July 1999, won *The New Statesman New Media Award for Use of the Internet for Improving Public Policy* and in February 2000 the site was shortlisted in the *Government Information and Communication Service (GICS) Government Internet Awards* for 'The Profile Award' for large Departmental websites.

During the period 1998-2002 I also successfully implemented Crisis Communications for the American public relations industry. This was developed as a 'rapid response' rebuttal platform to be utilised by PR companies (in regard to their clients) thereby providing a media platform that was instantaneously responsive in terms of disseminating information to the media and shareholders. This service was developed after consultation with leading American PR companies in New York, San Francisco and Houston. The concept was successfully implemented in six of the top 10 PR companies in America.

Referees:

Available upon request.