

# ROBERT CARROLL

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*Digital journalist / web developer who has planned and executed projects around the world. Working at the intersection of content and technology, I fight for the human and the magical.*

## EXPERIENCE

- 2012**      **Principal** *We Are Thought Fox*  
Working freelance on a wide range of digital projects. Made [data visualisations and maps for Amnesty International](#). Designed and created [websites](#) for a wide range of clients.
- 2011 - 2012**      **Web manager** *Special Tribunal for Lebanon* - Led the website relaunch for an international tribunal set up by the United Nations. Managed a complex projects in many languages with a large budget. Led UX and content strategy. Created multimedia elements such as a [courtroom panorama](#) and [flow chart](#). Developed SEO, social media and link-seeding strategies.  
**Skills:** project management, content strategy, UX design, managing teams.  
**Result:** *Re-engaged audience. Pageviews doubled.*
- 2009 - 2011**      **Interactive and community editor** *The National, UAE* - Worked on the relaunch of thenational.ae, rethinking its strategy and design. Primary contact for stakeholders and teams, including Fortune Cookie. Designed and developed award-winning multimedia project [Istabsir](#). Streamlined editorial workflow and led project to integrate editorial and web systems. Interrogated Omniture Sitecatalyst to suggest iterative improvements.  
**Skills:** Digital engagement strategies, managing teams, project planning, programming and execution. **Result:** *Time on site increased by 30%.*
- 2008 - 2009**      **Multimedia journalist** *The National, UAE* - Part of the launch team for thenational.ae, the news website launched by ex-Telegraph editor Martin Newland in 2008. **Skills:** Using HTML, CSS, Javascript and Flash to create [timelines](#), maps and [videos](#). **Result:** *Traffic up to 3m pageviews per month.*
- 2007**      **Online editor** DCSF, UK Government - Completed content audit. Developed information architecture. Trained content editors.
- 2005 - 2006**      **MPhil** at Cambridge University and **travel** around the world.
- 2001 - 2004**      **Co-founder and editor** [Inmarkets](#), London - Set-up a financial eLearning company. Developed new online products and innovative solutions for clients such as UBS, JP Morgan, M&G and Schrodgers.
- 2000 - 2001**      **Copy editor** *The Financial Times*, London - Analysed, assimilated, edited and condensed complex information from a variety of sources.

## EDUCATION

- 2004 - 2005**      **Pembroke College, University of Cambridge** American Literature, MPhil. Received an AHRC Award to investigate jazz in American fiction.
- 1997 - 2000**      **University College London, University of London**  
English Literature BA, First Class Honours.
- 1989 - 1996**      **Ackworth Quaker School, West Yorkshire**

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