

Alistair Frank Spalding

Profile

A digital project manager who can help clients define a project in terms developers understand.

Creative marketing, digital marketing and social media.

A linguist working in both Norwegian and English with high standards and attention to detail.

Work

GAN Aschehoug, Oslo, *digital consultant*. (Feb 2015 – present)

- Responsible for GAN Aschehougs **e-commerce site** and for strategy across Aschehougs main websites.
- Lead on **digital marketing** including Google Adwords, SEO, and Email marketing.
- Project leader for **new app development**, have launched 2 successful language apps.

WORDY consulting and project management wordy.no, Oslo, *founder*. (June 2010 to present)

- **Digital project leader** for GAN and BRO Aschehoug and Aschehoug Undervisning. Site launches, content development and strategy. Experienced with eZ publish, Magento, Wordpress and Inopera platforms. Utilising Mailchimp (E-mail marketing), Google Analytics and Adwords, CRM (Super Office 7) and various integrations.
- **Server migration** project member for the planning and execution phases of a server migration.
- **App development** managing the development and release of apps for android and iOS. Including the popular [språkkista app](#).
- **Responsive design** implementation for gan.aschehoug.no, working with designers and developers to land the best possible solution and monitoring the effects of the launch.

Aschehoug Forlag, Oslo, *work placement*. (September 2010 to April 2011)

- Supporting digital marketing and social media for both the adult and children's book lists.
- Worked with Google Analytics and Adwords, social media, facebook and email marketing
- **Office support** and administration
- Working in a Norwegian office, with **Norwegian as the working language**

Egmont UK Ltd, London, *Press Officer* with marketing responsibilities (August 2007 to June 2010)

- Special responsibilities for **digital PR and marketing**. Integrating online promotion with in store campaigns. Facebook and Spotify advertising, filmed book trailers, launched [@EgmontUK](#) on Twitter.
- **Managed publicity**, reviews, festivals, events and tours for Egmont's key children's book authors.
- **Product manager** for marketing including promotional costings and developing new website content.

World Vision, *Advocacy Volunteer* (Summer 2007)

- **Social justice advocate**, in Israel and the Occupied Palestinian Territories. Including developing relationships with national municipality members and international human rights organisations.
- **Interviewing** children and adults affected by issues in the region and researching the wider situation.
- Produced a **comprehensive report**, outlining human rights issues and potential campaigning points.

Borders UK Ltd, London, *Events and PR Manager* (March 2006 to August 2007).

- Responsible for strategy of Borders **Events, and PR programs**. Annual budget of over £200K.
- Devised the company's first year-long **PR strategy** and appointed a PR agency to achieve it.
- Rolled out an **Events Toolkit** with detailed instructions and advice for in-store events.
- Orchestrated **events** from in-store antique valuations to book signings with David Hasselhoff.

Borders Bookstores, Bristol, *Marketing and Events Supervisor* (September 2004 to March 2006)

Academic and General Bookstore's, Melbourne, *bookseller* (November 2003 to May 2004)

Achievements and interests

I have spoken at two Bookseller conferences: 'How to run a successful event' at the London Book Fair 2007, and a 'Reaching New Markets' seminar on marketing to Black and Minority Ethnic communities in 2008. I have appeared as a spokesperson for Borders UK on (UK) local and national media. I own a Raspberry Pi and a Pebble, and am learning JavaScript in my own time.

Education

Cardiff University (1999–2002)

Bachelor's degree in English Literature. First year modules in Philosophy and Cultural Criticism. Specialised in creative writing and American literature. Graduated with Second Class Honours Division Two (2.2)

Hutton Grammar School Sixth Form College (1997-1999)

A-Levels: History A, English B, Geography B, and General Studies C.

Hutton Grammar School (1992-1997)

GCSEs: History A*, English Literature A, English Language A, Geography A, Maths B, Physics B, Chemistry B, Biology B, French B, Information Technology B

Languages

Norwegian: Good understanding written and spoken

English: Fluent, excellent understanding of both written and spoken

References available on request

Email: alistair@wordy.no
 Address: Sandakerveien 42 , 0473, Oslo
 Phone: +47 91 59 93 48