

Rob Miller

Strategist, techie, marketer & writer

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Experience

- 4 years working on commercial, brand, and marketing strategy for both FMCG and direct brands
- 8 years as chief digital strategist and head of the design/development team in a full-service marketing agency
- 4 years directing the internal operations of a 50-employee design, branding, and marketing agency
- 16 years developing software, from server ops to web development
- Experience recruiting, developing, and growing teams of software developers
- 9 years writing Ruby for shell scripts, automation, and web development
- 13 years of commercial writing experience
- An accomplished public speaker, presenter, and pitcher

Employment

big fish[®], London

Chief Strategist; Apr. 2018–Present

In April 2018 I was made the Chief Strategist of Big Fish, a Chelsea-based branding, design, and marketing consultancy, working to create brands like Yeo Valley, Tyrrells Crisps, Dorset Cereals, Belvoir cordials, Sofa.com, and many more.

I was responsible for advising clients on their commercial and marketing strategies; for planning and running qualitative and quantitative consumer research; and for managing a team of strategists and researchers who were involved in all types of branding and marketing projects.

I specialised in direct businesses, combining my experience of technology and data with marketing and commercial knowledge to advise clients on their routes to market, their business models, and their use of technology.

Freddie's Flowers, London

Interim CTO; Feb. 2017–Jun. 2017

Freddie's Flowers, a subscription flower delivery business, were initially an equity client of Big Fish. In early 2017, expanding at a rapid rate, they outgrew Big Fish's ability to provide them with technical help.

While continuing my role at Big Fish, I joined Freddie's Flowers as interim CTO with the brief of recruiting and growing an internal tech team, redeveloping key parts of the software that ran the business, and generally removing the IT bottleneck. I hired a team of developers, introduced an engineering culture, and was successful in creating an independent technical capability. I remain an adviser to the business and have regular meetings with both the executive and technical teams.

big fish[®], London

Operations Director; Dec. 2014–Mar. 2018

In December 2014 I was appointed Operations Director of Big Fish. In this board-level position I was responsible for implementing the overall company strategy internally. I continued to offer consultancy to clients on digital matters, and continued to lead the digital team of designers and developers.

I restructured the creative department, hired a Client Services Director to lead the accounts team, and promoted a Head of Studio to manage resource across the business.

Head of Digital; Nov. 2010–Dec. 2014

I joined Big Fish as a web developer. I was quickly promoted to lead the digital team, five-strong in 2011 but growing to ten people by mid-2013.

I introduced version control, staging environments, and a deployment system, and oversaw the redevelopment of several core technologies. I formalised a UX and web-design workflow where previously there had been none – introducing insight gathering, user research, user testing, and wireframing.

I designed, built, and maintained Big Fish's server infrastructure, and personally developed a number of key technologies, including bespoke promotional mechanics.

Freelance journalist

Aug. 2010–Nov. 2010

I worked as a freelance journalist covering foreign issues, focussing on the Balkans. Published in the Guardian and the Times, national magazines and websites in the UK, as well as local news media in the Balkans.

BIRN, Sarajevo

Journalist; Jun. 2010–Aug. 2010

I worked as a court reporter and journalist for the Balkan Investigative Reporting Network (BIRN) based in Sarajevo, Bosnia. I reported on war crimes trials at the State Court, as well as regional events.

Web developer

Jan. 2005–Jun. 2010

A mixture of contract and permanent web development, primarily in PHP and JavaScript, for a variety of clients.

Education

BA (Hons) History and Politics

Lancaster University, 2006–2009; 2:1

Dissertation: the EU response to the Bosnian War, 1992–95

Writing

Text Processing with Ruby

Pragmatic Bookshelf, 2015

<https://pragprog.com/book/rmtpruby>

My first book. A practical guide to text processing and data manipulation in Ruby, covering topics such as shell pipelines, the standard Unix streams, regular expressions, screen-scraping websites with Nokogiri, and much more.

Teaching

Introduction to Programming with Ruby

General Assembly, 2015

Speaking

Mini-Munging: the Joy of Small Data.

Brighton Ruby Conference, July 2015

Kernel#open. RubyTapas, December 2014

Writing Well-Behaved Unix Utilities. London

Ruby Users Group, September 2014

Session Management in Vim. Vim London,

March 2013

WordPress and Git. WordCamp UK 2013

Links

GitHub: github.com/robmiller

Tech writing: robm.me.uk

Non-tech writing: writing.robm.me.uk

Photography: 500px.com/robmil

Miscellany

- British citizen; resident of SW London
- Full, clean, UK driving license
- Native English-language skills; basic French and Bosnian