
Mike Spooner MA, BSc, Cert Ed

Multimedia producer – Project manager

Personal statement:

I offer a unique set of skills and experiences in the production of multimedia educational resources. I can offer a proven track record in developing resources that are both commercially successful and recognised for their quality by educators. I have led the production of projects that have won all the major industry awards including BAFTA, RTS and BETT. I am well placed to play a leading role in developing new income streams and have managed a number of highly successful collaborative projects working with partners including: commissioned briefs from learning authorities and collaborations with major charitable organisations.

Key skills and experiences:

- o Product development from initial concept to publication and evaluation
- o Negotiation, liaison and concept definition with commissioning bodies
- o Managing delivery schedules, including a weekly broadcast
- o Managing project budgets
- o Recruiting teams of writers
- o Project manager of teams of web and Flash developers, permanent and freelance editorial staff
- o Design and content briefs for web pages
- o Creating storyboards
- o Video scripts for children and teachers
- o News stories for children in video and text
- o Briefs for games and interactive features built in Flash
- o Copy for product marketing
- o Video, web and text material for teacher professional development
- o Edit HTML with Dreamweaver

Work experience – Most recent posts

Current post – E-Learning Manager – FantastICT

FantastICT was set up in 2007 to offer training and consultancy in ICT. I have been brought into the company to work in a freelance capacity to manage specific E-Learning commissions and develop the business by expanding the portfolio of training courses and find further clients for E-Learning materials.

2002- July 09 Head of the Primary Service – Espresso Education

I joined Espresso full time in 2002 having worked for the company previously as a senior educational consultant. During the seven years in which I led the development of the service it moved from a start-up phase to becoming the clear and acknowledged leader in digital media services for primary schools, with a market share of 55% of English primary schools.

My role encompassed all aspects of the educational leadership and day-to-day management of the service, including recruitment, scheduling, definition of educational aims, and delivery of the product. The service demanded a rigorous approach to both quality and delivery, with many weekly deadlines to meet in order to hit the weekly content delivery to subscribers. In the seven years I managed the primary service we never missed a transmission deadline.

I played a major role in developing relationships with content partners including WWF, a number of regional learning grids and led a project developing 'blended' learning materials with Oxford University Press.

Previous posts:

- 2001-02** Regional Director - National Numeracy Strategy - Initial Teacher Training - DfES
- 1990-01** Senior Lecturer in Primary Education - Bath Spa University
- Prior to 1990**
 - Advisory teacher for mathematics
 - Teacher in primary and secondary schools in England.
 - Deputy head teacher in primary school in England
 - Teacher of ESOL in schools and a university in South America

Achievements:

Awards for Espresso Primary Service whilst I was Head of Service:

BETT Early Years Solutions	2009
BETT Inclusion Award	2008
BAFTA Children's Award - Primary Learning	2007
Royal Television Society Award - Primary Interactive	2007
ERA – Primary ICT	2007
European Seal of Excellence – Silver	2007

Learning on Screen Award – Courseware and Curriculum-related content	2006
ERA – Supplier of the Year	2005
BETT – Best on-line resource - Primary	2004
BETT – Best early years and primary content	2004

Languages:

I speak Spanish fluently having lived in Spanish speaking countries for over seven years

Testimonial

Mike Spooner

Mike joined Espresso full time in 2002 having worked for the company previously as a senior educational consultant. With his eminent background in, and understanding of, primary pedagogy, he was an excellent choice to assume leadership of our developing schools' primary service. Mike has led the development of the service over seven years, during which time the service moved from a start-up phase to becoming the clear and acknowledged leader in digital media services for primary schools, with a market share of 55% of English primary schools.

Mike's role encompassed all aspects of the educational leadership and day-to-day management of the service, including recruitment, scheduling, definition of educational aims, and delivery of the product. The service demands a rigorous approach to both quality and delivery, with many weekly deadlines to meet in order to hit the weekly content delivery to subscribers. In seven years at the helm, the primary service under Mike's leadership never missed a transmission deadline.

Mike has been a key player in developing relationships with key external organisations, ranging from partners like WWF to customers like the South-West Grid for Learning. He has always striven to develop the pedagogical foundation of the service, and his efforts have been rewarded with all the top industry awards – BAFTA, BETT (4 times), ERA and RTS awards have all been won during Mike's tenure as Head of the Primary Service.

Mike brings a rigour and attention to detail in all he does, and has always striven to develop and build the scope of the service to enable it to reach the widest audience, and to extend teacher's understanding of what can be done with ICT and digital assets. Mike is a deep and creative thinker on all matters of teaching and learning and has a huge and valuable contribution to make in this field.

Richard McGrath, Managing Director Espresso Education July 2009
