

# Marc Webber

## In a nutshell...

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Multi award-winning multimedia journalist and content developer with a track record of raising ratings, revenues and promoting integration across online, print, radio, and TV journalism.

## Achievements so far

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### ITV.com

- Record user levels of 9.4 million per month achieved in first few months at the company
- Improved Return on Investment on key parts of itv.com
- Significantly improved usability of site, earning it major plaudits from users and industry figures
- Produced interactive web-only content which encourages engagement and support from clients

### The Sun Online (The UK's biggest newspaper website -Comscore)

- AOP award winner for Best Use of Video – beating traditional broadcasters Sky/ITN & BBC
- Editorial number two in charge of site with specific responsibilities for news, video and money
- Doubled UK Unique Users across site within one year; News & Money posted bigger increase
- Took video from an afterthought to a near 60-channel player with 80 hours of content daily
- Won Website of the Year for news coverage and special micro sites on Falklands and Tony Blair

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## Business Development

- Secured new revenue streams for Sun online through video and personal finance content
- Negotiated ground-breaking audio/video contracts for Sun online with Gcap and Virgin Media
- Helped Financial Times Radio grow their affiliate network by 10 stations in just one year.
- Developed Sun TV's promotion channel on YouTube
- Key part of launch teams for PA Multimedia, TEAMtalk 252 and Kiss FM Yorkshire

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## Industry/Community appearances

- Quoted by Media Guardian in articles on the future of user-generated content
- Quoted by UK Press Gazette on the growth of web video on newspaper websites
- Regular spokesman on local radio on behalf of Sun online on issues such as Big Brother
- Worked as mentor on young person's newspaper project in Cambridgeshire

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## What they say about me...

- "The Sun integrates video seamlessly..excellent use of UGC" – AOP award judges
- "Judges were impressed by the surprising depth to the site, with Special Reports such as the Falklands and Blair features" – Getty picture award judges

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## Employment History

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2008- Present	Head of Content	Itv.com, London, England
2006- 2008	Assistant Editor	The Sun Online, London, England
2006	Deputy Editor	Thisismoney.co.uk, London, England
2005 – 2006	Launch Duty Editor, Multimedia	The Press Association, London, England
2003-2005	Producer, BBC Business and Economics Unit	BBC 1 Breakfast/Five Live, London, England
2002 – 2003	Head of Content	Broadcaster's Bulletin, London, England

2002	Senior Producer (Weekend Editor)	TEAMtalk 252 LW Leeds, England
1999 – 2001	Editor, FT Radio Presenter, FTTV	Financial Times, London, England
1998 - 1999	Breakfast Producer BBC Radio WM	Birmingham, England
1997 – 1998	Launch Sports Editor Medway FM	Rochester, Kent, England

## **Education**

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1993-1996	BA (Hons) Broadcast Journalism (BJTC accredited)	Nottingham Trent University, Nottingham, England
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## **References:**

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Mr Jonathan Grun, Editor, The Press Association, 292 Vauxhall Bridge Road, London SW1V 1AE

Mr Tim Allison, Editor, FC Business magazine, Baltic Publications, Saltmeadows Road, Gateshead, Tyne & Wear, NE8

Mr Neil Heathcote, Assistant Editor, BBC Business & Economics Unit, Room 4220, BBC Television Centre, Wood Lane, London W12 7RJ

Mr David Robey, Editor, BBC London 94.9FM, Marylebone High Street, London