

Richard J Dent CV

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PERSONAL STATEMENT

I am passionate about developing digital applications across a number of sectors including: community social networking sites, virtual assistants (AI) and public relations campaigns for political and social organisations. My PhD examines online social interactions with a specific goal to develop new communications systems for enhancing social uses of the Internet.

AREAS OF EXPERTISE

- Digital society
- Civic technology
- Social marketing
- Online social interactions
- Campaign management
- Project management
- Qualitative research
- Public relations
- CSR

ACADEMIC RECORD & AWARDS

- PhD researcher: Sociology, University of Cambridge (Current) 2017
- MPhil: Modern Society & Global Transformations (High pass), University of Cambridge 2014
- Visiting Researcher: Environment Institute, University College London 2011
- MSc (Research): Environment, Science & Society (Merit), University College London 2010
- BA: Political Science & International Relations (First class), Auckland University 2007
- JFK Award: Best Humanities Essay 2006, Victoria University, Wellington, New Zealand 2006
- UnLtd Award for Social Entrepreneurship 2013

CURRENT POSITIONS AT UNIVERSITY OF CAMBRIDGE

- Network member: Centre for Science and Policy Centre– University of Cambridge
- Research Affiliate: Networking for Development Lab – University of Cambridge

PROFESSIONAL EXPERIENCE

CIVIC ENGAGEMENT & PUBLIC RELATIONS PRODUCER

2016 – Present

Coldcut, 90 Kennington Lane, London.

I develop civic engagement and charitable outreach work for music and technology producers Coldcut. This includes public relations, social marketing online, workshops, media production and management of the Coldcut online marketing.

FOUNDER & PROJECT DIRECTOR – OPENPOLICY.COM

2015 - 2017

Openpolicy.com, London.

Openpolicy.com is an online civic democracy platform that allows members to propose, deliberate and vote on party policy. Informed by open science, open data and best practice policy from around the world we aim to crowd source innovative public policy ideas. I am the founder of the project and current director.

CHARITY & CSR OFFICER

2015 – 2016

Ninja Tune, 90 Kennington Lane, London. ninjatune.net

Ninja Tune is one of Europe's most successful independent record labels. I manage Ninja Tune's charitable and CSR projects including local music community programs, artist social marketing, social media and community management.

FOUNDER – JIMMY THORONKA TRUST

2015 - 2017

Jimmy Thoronka Trust, London

I set up a crowd fund for Sierra Leone athlete Jimmy Thoronka who was living homeless in the UK after his entire family passed due to Ebola in Sierra Leone. The campaign received mainstream coverage in the UK and international press and raised £35,000.

ASSOCIATE PRODUCER – WALK WITH ME

2015 - 2016

Speak-It Films, Brighton.

Walk With Me is a feature documentary film about Zen Master Thich Nhat Hanh and his community of monastics. My role was to create a social marketing, viral marketing and publicity campaign to raise awareness of the film.

CONSULTANT – FOOD-CLIMATE PROJECT - AVATAR ALLIANCE FOUNDATION**2014***Avatar Alliance Foundation, Santa Monica, USA.*

I helped build the vision for a meat consumption reduction campaign for director James Cameron's Avatar Alliance Foundation. I founded a research project with Chatham House on the cultural and informational issues surrounding meat consumption reduction. I created and managed research and internal communication websites.

PROJECT CO-DIRECTOR/COMMUNICATIONS STRATEGIST – GCCA (TCKTCKTCK)**2011 – 2012***GCCA, Montréal, Canada. tcktcktck.org*

I co-directed a media and public relations project call The Tree that sought to empower new voices on climate change through effective communication and outreach. The goal of the project was to help unify public relations efforts on climate change across multiple NGOs.

CONSULTANT – IMPOSSIBLE.COM**2014***London Bridge, UK.*

Impossible.com is a gift and sharing social network created by model/actress Lily Cole. I created a student outreach document to promote the website amongst Cambridge students.

FOUNDER & CEO – CLIMATECOM STRATEGIES**2010 – 2014***Environment Institute, UCL, Gower Street, Pearson Building, London.*

Climatecom used the latest academic research to assist a variety of climate related institutions, advocacy organisations and individuals that needed communication services. Climatecom provided services from media coaching to campaign communication strategy.

PRODUCER, PROJECT MANAGER & CO-WRITER: ENERGY UNION - EUROPEAN COMMISSION**2008 – 2010***Ninja Tune, 90 Kennington Lane, London.ninjatune.net / energyunion.eu*

The European Union's Energy Union PR campaign was designed to encourage Europe's young people to mitigate climate change through behavior change and support for the EU's Intelligent Energy policy. I produced and co-wrote the 70-minute film component of the project and co-managed its 22-date tour of European capital cities.

CO-DIRECTOR OF 11TH HOUR ACTION – TREE MEDIA**2007 – 2008***Tree Media, Los Angeles, USA.treemedia.com*

11th Hour Action was the social marketing campaign for Leonardo DiCaprio's film The 11th Hour. My role was to help design then co-direct the campaign. Our goal was to inspire viewers of the film to take positive action on the environment. I directed online operations including designing and setting up DiCaprio's Myspace and Facebook pages, managed US and Japanese tours of the film and raised over half a million dollars in funding.

REFERENCES

Dr Ella McPherson (Current PhD supervisor): Lecturer, Sociology department, University of Cambridge

Contact information: em310@cam.ac.uk

Dr Arjuna Sathiaselalan: Director of Networking for Development Lab, University of Cambridge

Contact information: arjuna.sathiaselalan@cl.cam.ac.uk

Matt Black: Director, Ninja Tune Records

Contact information: mattb@ninjatune.net

EARLY CAREER SUMMARY

I spent over ten years designing and producing numerous websites for many clients including Permaculture founder David Holmgren, Holistic Therapy Books and Australia's Permaculture Institute. I created books, eBooks, presentations, flyers and catalogues for many clients including BBC, Guild Sound and Vision and UK Department of Environment.

PERSONAL INTERESTS

I enjoy writing and performing music. I've released three singles. I have a large collection of eclectic, world and electronic music. I often volunteer for my local community and help underprivileged young people with music and mental health. I support refugees through my work with the charity Techfugees as well as helping build a campaign for refugee education at University of Cambridge.