



Benjamin Rostron

Project Manager & Strategist

Contact

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Profile

Strategic project leader who translates business goals into clear plans, coordinates multidisciplinary teams, and delivers durable digital products. Strong technical fluency supports better scoping, sharper decisions, and confident collaboration without positioning development as my primary responsibility.

Core Strengths

- Project leadership & delivery
- Discovery, scoping & requirements
- Client & stakeholder management
- Digital strategy & UX
- Technical solution planning
- Quality assurance & launch readiness
- Analytics & conversion thinking
- Commercial relationship growth

Professional Experience

● Strategist | Cantilever

Remote / New York, NY | Jul 2022 - Present

Lead client-facing digital projects from discovery and scoping through design, development, QA, launch and continuous improvement. My role sits between strategy and delivery: I turn business goals into clear plans, technical requirements and coordinated action across design, development, analytics and infrastructure.

- Lead discovery, requirements gathering and solution planning, identifying opportunities to improve usability, conversion, performance and long-term maintainability before work enters production.
- Translate business needs into detailed project plans, Asana tasks and technical specifications covering intended behaviour, CMS workflows, integrations, accessibility, SEO, analytics, performance and scalability.
- Coordinate multidisciplinary teams, manage feedback and competing priorities, surface dependencies and risks early, and keep each phase ready for the next.
- Manage senior client relationships and communicate technical decisions in plain language, turning feedback into actionable scope while protecting the underlying business objective.
- Use strong Craft CMS and Webflow knowledge to validate approaches, troubleshoot issues and create baseline functionality or prototypes when useful, giving specialist developers a stronger starting point without taking primary ownership of engineering.
- Use ChatGPT, OpenAI Codex and structured AI workflows to accelerate planning, documentation and technical validation while retaining human judgement and developer review.

Earlier Experience

Quality Coach | VodafoneThree / Webhelp

Kilmarnock, East Ayrshire | Jul 2017 - Jul 2022

Progressed from customer service into quality assurance and performance coaching. Analysed call quality, productivity and customer outcomes, delivered structured coaching, worked with managers on KPI improvement, and built the communication, quality-control and continuous-improvement habits that now underpin my project leadership.

Platforms

Advanced hands-on: Craft CMS, Webflow
Working knowledge: WordPress, Statamic, Laravel, HubSpot
Conceptual familiarity: headless architectures, integrations, multisite and deployment workflows

Tools & Measurement

- Asana
- GA4 & Google Tag Manager
- Looker Studio
- Figma
- Microsoft 365
- ChatGPT & OpenAI Codex
- AI-assisted technical validation
- SEO, accessibility & performance QA

Technical Fluency

I use my platform knowledge to scope realistically, review implementation approaches, troubleshoot issues, and create baseline prototypes when useful. Specialist developers retain ownership of production engineering and refinement.

AI-Assisted Delivery

Use ChatGPT, OpenAI Codex and structured prompting to accelerate research, requirements, documentation, prototyping and validation. Outputs are checked against project schemas, build rules and intended behaviour before they inform delivery.

Education

Bachelor's degree, Theatre University of the West of Scotland
2014 - 2016

Selected Project Experience

● Irresistible Materials

Webflow | Brand-to-platform transformation

Led the engagement from brand positioning through website strategy, design, client revision cycles, development, launch and enhancement. Replaced an inadequate digital presence with a clearer platform for explaining a complex materials-science business and supporting customer and partner engagement.

● BillionToOne digital ecosystem

Webflow | Four connected properties

Managed BilliontoOne.com, UnityScreen.com, BabyPeek.com and NorthStarOnc.com for approximately nine months. Helped evolve templated sites into distinct but connected experiences with clearer conversion pathways through sample-kit requests, events, resources and contact journeys.

● Craft CMS client platforms

CoverSports, Humphrys, Metflag, Handi-Lift, ArcMorris

Work hands-on across Craft implementations: understand backend architecture, configure fields and entry types, update code, connect content relationships and create baseline functionality for specialist developers to refine.

● Inherited platforms

Statamic, Laravel, HubSpot and WordPress

Maintain and troubleshoot existing client platforms, understand user journeys and conversion paths, and work with specialists on architecture and fixes while leaving full builds to dedicated developers.

How I Work

Solve the right problem first

I start with the business objective, users and constraints, then shape scope around the outcome rather than defaulting to features.

Translate between disciplines

I make technical decisions understandable to clients and turn business language into requirements specialists can build confidently.

Make quality visible

I treat QA, analytics, accessibility, performance and maintainability as part of delivery, not as last-minute checks.

Build for longevity

I look beyond launch toward governance, technical debt, future enhancements and whether the product can keep delivering value.

Support, do not replace, specialists

My technical fluency helps me validate, prototype and unblock work, but I want engineering ownership to remain with dedicated developers.

Commercial & Leadership Highlights

- Helped grow the BillionToOne relationship until Cantilever became its sole external vendor, expanding work across a four-site ecosystem and additional customer-facing initiatives.
- Turned a challenging Irresistible Materials relationship into a durable long-term partnership through trust, clearer needs and opportunities beyond the immediate brief.