

Bobi Robson

Digital specialist | Professional Problem solver |
Delivery Manager



Hello, I'm Bobi

I empower charities and social enterprises to thrive in a digital world and to create innovative digital strategies.

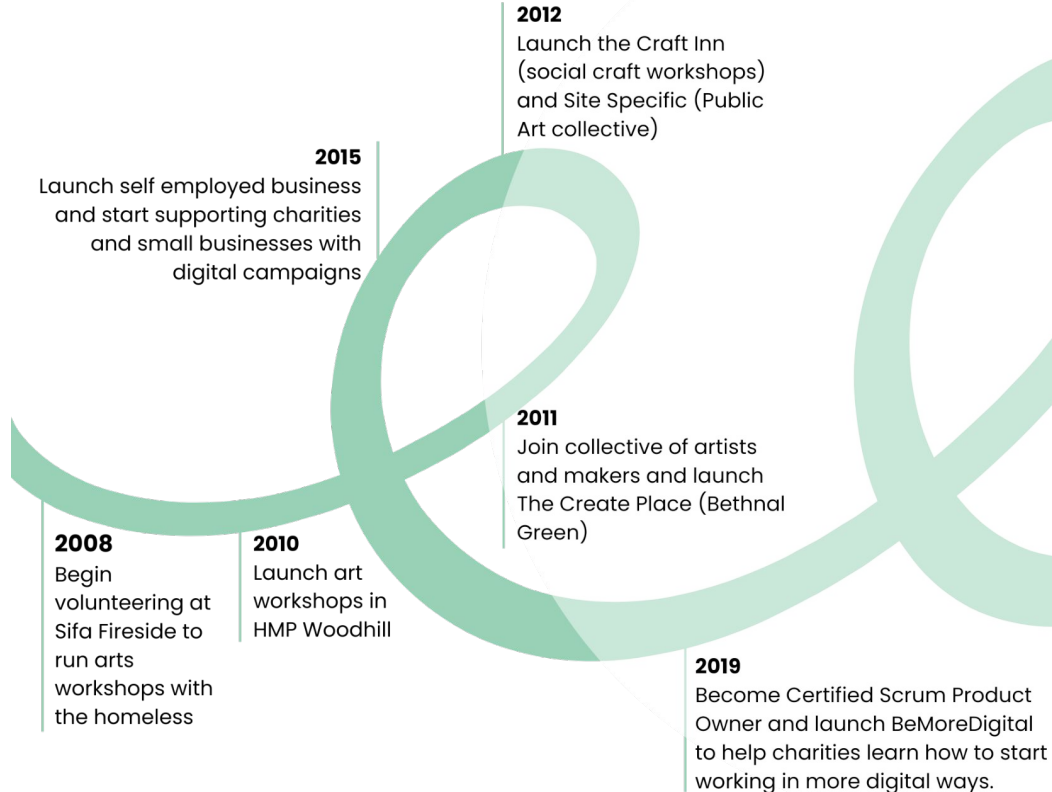
You can see a selection of those I've worked with below.



A “squiggly career” driven by purpose

I have always been passionate about making a difference and challenging social injustice.

My “squiggly career” began with a Fine Art Degree, has seen me launch initiatives, create campaigns, build a training company, and collaborate with people from all walks of life to develop products that support their work in making change happen.



Empowering the social impact digital evolution.

I have been working as a Freelance Digital Specialist in the charity and social enterprise space since 2015.

Since then and in this freelance capacity I have

- led the digital team at Target Ovarian Cancer, to devise their digital transformation strategy
- run major technical and service design projects at UNISON, including the development of a tool to support the wellbeing of front line workers and project manage a large scale hosting migration
- supported the integration of new CRMs and Websites at charities of varying sizes and budgets
- designed multiple no code MVPs as part of wider feasibility and testing projects
- Explored the digital needs of grass roots organisations and supported the development of new solutions (Powering up)
- founded a training business to support the sector on its digital journey (BeMoreDigital).

You can find a more detailed list of projects on my website - bobirobson.digital/cv



My working principles...

Problem first I am led by the problems to solve. Sometimes these may be multiple and complex — we cannot solve *all* problems in one go.

Iterative and consistent I break problems down into smaller more manageable chunks of work with defined outcomes.

People first Starting with people, I look at the impact of what change might mean to them.

Repurpose, re-use, and recycle reducing duplication, complexity and 'digital waste' by working with existing solutions where possible.

Purposeful and practical I hate creating reports that end up in your filing cabinet! I believe that if you are investing your valuable time and funds into working with me, the result should be something that has helped you make a change. I will do everything in my power to ensure the work we do together has a significant practical and impactful outcome.





It's been fantastic to work with Bobi. When a charity partner has a real expert like Bobi in place, it makes a huge difference to how the project runs.

John,

The Developer Society



Things I love to work on - and where I can help you most

I have one of those brains that loves to **make sense out of chaos**, I love supporting clients to improve their systems and processes and find digital solutions to compliment this.

I love to “fix” the way that you use tools, or the processes you have in place to manage services, fundraising, working together.

I enjoy working with teams that know change is needed but don't know where to start, or have the time to get it done.

Not every “digital problem” is solved by a “digital tool”. I love working with my clients to explore where it's getting sticky, and find ways to smooth things out.



Contact information

If you're interested in working together, **please get in touch.**

Email: bobi@bobirobson.digital

WhatsApp: 07904093891

Website: <https://bobirobson.digital>

LinkedIn: [/bobirobson](https://www.linkedin.com/company/bobirobson)

Book a call: calendly.com/bobi-robson/enquiry

