

Henry Dyer

References as of September 2014

Douglas Gibbons, owner of Zenly, August 2014

I commissioned Henry to create a website for me. This included making recommendations over technology and design decisions.

Henry paid excellent attention to my requirements and came up with innovative ideas that met my needs perfectly, on time, and within budget.

I would be very happy to work with Henry again. I believe him to be an exceptionally gifted individual, who will, no doubt go very far indeed.

The website is viewable at zenly.co.uk.

Patrick Steen, senior content producer at Which?, July 2014

Henry made a big impression during his two weeks in Which?'s Supporter Strategy and Engagement team. He not only supported me on the content publication and community moderation of our website Which? Conversation, he also worked independently on how Which? could take advantage of emerging trends in social media.

After a brief tutorial Henry mastered uploading content to our website's CMS, using his previous experience of WordPress to complete uploads in record time. Others with less skill and confidence would have required continued support, but Henry's efficiency at this task rivalled even me, the website's editor. This meant Henry had time to plot out and author an online opinion piece, which was published after minimal edits due to Henry's obvious talent for writing.

Henry's work on analysing the performance of our advertising on the social news website Reddit was incredibly impressive. Originally tasked with advising me on which ads performed best and why, Henry took this to the next level. Using his knowledge of Excel, Henry input raw data into a spreadsheet packed with formulae to compare the performance of Reddit ads on multiple levels. By further researching the estimated user base of the website, Henry was also able to advise on the potential UK audience our ads could reach. Henry's natural ability to interrogate data in a strategic way using Excel would normally require specialist training.

Henry's final task was to present on upcoming social media trends. His presentation using Prezi was captivating and full of useful insights on the social media used by today's teenagers. Henry captivated the room of Which? staff and wasn't fazed by potentially tough questions, which stretched his 30 minute presentation to a full hour.

I'd be very happy to have Henry back again, as his work was a huge help to our team and I'm sure he has lots more to teach me.

patrick.steen@which.co.uk

John Bond, co-founder of [whitefox](#), July 2014

Henry worked at whitefox for a week helping us out with a variety of jobs such as updating our database, researching designers, and putting together documents and emails to send to our clients and suppliers. He communicated effectively with designers and printers to organise availability and obtain quotes. He was quick, resourceful and fitted in well within a small team. I'd be happy to have him back to help out in the future.

john@wearewhitefox.com

Mike Jarvis, editor at the [Cornish Guardian](#), August 2013 and January 2014

Henry has undertaken work experience on two separate occasions with the Cornish Guardian. While here, he has worked hard and fitted in well to the team, contributing by both finding and writing stories himself. On one occasion, he found a good story on Twitter, which ended up making a page lead in the paper. His work was to a high standard and he understood the pressure of deadlines, requiring the quick completion of work. We would be happy to have him back again.

mjarvis@c-dm.co.uk

Ali Goldsworthy, consultant at Maitland, July 2013

Henry Dyer spent a week at Maitland, one of the UK's most well respected PR agencies in summer 2013. His impressive intellect and irreverent personality were immediately apparent. We asked him and a pupil from another school he had never previously worked with to do a project looking at where they got information and which news sources influenced them. Henry quickly grasped the task at hand, realising that the adults in the office wanted to know how the next generation thought. He worked independently and clearly led the project, suggesting ideas to his colleague and supporting his learning in a sensitive way.

At the end of the week we asked the two students to present their work. A presentation that was meant to last for 15 minutes took nearly an hour as some of the UK's most senior PR practitioners were spellbound. Torn between realising how much they needed to know and how to keep tabs on their children. As a result these formidable characters challenged Henry. His response struck exactly the right tone, firm and respectful but mixed with humour. Impressing this audience required him to go far beyond the basics of the task at hand and the subsequent praise was deservedly universal and widespread. It was an absolute pleasure to have him in the office with us and I have no doubt he will go far in life, pushing boundaries politely and with humour. He is an absolute credit to himself.

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