

JAMES CHERRY

Digital Content Specialist

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Looking for digital content?

My name is James. I'm a motivated and ambitious digital and web content creative, specialising in creating eye-catching branded assets, driving engagement and conversion, and overseeing multi-layered digital marketing campaigns.

With experience spanning the telecoms, politics, third sector, and entertainment industries, I have been able to develop a diverse portfolio encompassing a variety of creative and commercially-driven short- and long-form content.



SKILLS



WEB DESIGN

Adept at developing creative website concepts, focusing on striking, responsive, and clean design.



CONTENT MANAGEMENT

Well-versed in a variety of Content Management Systems, most notably WordPress, Drupal, and Joomla.



LEADERSHIP

Experienced in managing and mentoring creative talent, stakeholders, freelancers, and agencies.



SOCIAL MEDIA

Developing organic and promoted social strategies involving Facebook, Twitter, Instagram, and LinkedIn.



CREATIVE SOFTWARE

Proficient with Adobe Creative Cloud, specialising with Photoshop, Illustrator, and Premiere Pro.



DIGITAL MARKETING

Proven ability to deliver on KPIs with intelligent digital marketing tactics, including EDMs and targeted advertising.



SEO

Dedicated to driving website success through effective search engine optimisation, and reporting on performance therein.



ANALYTICS

Working with Google Analytics to provide insight on website performance, using reports to measure campaign success.



UX/UI DESIGN

Highly knowledgeable around current design and interface trends and how they can improve the user experience.



VIDEO PRODUCTION

Skilled and confident at all levels of video production, including filming, editing, titles, and sound mixing.



CODING

Familiar with HTML5 and CSS. Experienced in communicating with web developers and troubleshooting code.



WRITING

Passionate about writing for a variety of audiences, ranging from short news pieces to lengthy blog content.

EXPERIENCE

Vodafone UK

Digital Content Designer | Nov 2019 – Present

- Designing and delivering a range of **web builds and other digital solutions** to help optimise Vodafone UK's business website and **improve both self-service and soft-sell customer experiences**.
- Applying **technical excellence and strategic design** to a number of areas – web content, video, copywriting, and graphic design.
- Collaborating with a vast array of stakeholders from within the company and externally to produce content that **supports KPI drives whilst engaging the user**.
- Dedicated to Agile ways of working, operating as a trainee Scrum Master and developing **coaching and project management skills**.
- Extracting meaning and strategy from **analytics data** to continually question and improve content.
- **Brand Champion** for rejuvenated brand launching April 2021.

Infinity Creative Media

Head of Digital Content | July 2018 – Oct 2019

- Chiefly responsible for the overall **digital marketing strategies** for the company's television series and events, including *The Wine Show*, *The Football Show*, and *The Best FIFA Football Awards*.
- Spearheading production of **digital assets** and ongoing **content marketing strategy**, including video, graphics, social media, and web design.
- Creating bespoke digital marketing campaigns around show launches and other commercial activities, making effective use of limited budgets via **intelligent user targeting** and **striking digital content**.
- End-to-end creation of show reels and sizzles for new TV concepts, **supporting pitches** for investment, commercial tie-ins, and ongoing brand exposure.
- **Project managing** internal stakeholders, in-house Digital Designers, interns, and external agencies; interpreting briefs and delivering to tight deadlines.

The Charity for Civil Servants

Digital Content Manager | March 2017 – July 2018

- Managing **e-communication channels** to build support for and publicise the work of the Charity.
- Overseeing **concept, planning, and delivery** of a variety of digital content ranging from articles, videos, and interactive tests.
- Providing **ongoing digital training** to local and remote staff.
- Strategic planning around social media channels, supporting integrated issue-led campaigns with **intelligent social media tactics**.
- Utilising strong analytical ability to evaluate **end-to-end customer experience** across multiple channels and customer touchpoints.
- Researched, prototyped, and delivered a new company website, **addressing previous issues** around responsive design, inefficient user journey, and outdated design trends.

Westminster Forum Projects

Communications Officer | Feb 2016 – Feb 2017

- Responsible for drafting and proofreading **all external communications**.
- Liaising with delegates, speakers, and forum leads to ensure **factually correct and up-to-date** publications.
- Maintaining and developing the company's **social media presence**.
- Designated company **graphic designer**, producing images and designs for a full-scale **website rebranding**, as well as other relevant promotional imagery.

ODEON Cinemas

Marketing Manager | July 2013 – Feb 2016

- Liaising with film distributors and production company representatives to develop **site-specific marketing strategies**.
- Attracting **alternate revenue streams** via corporate screen hire, establishing client relationships, chasing leads, and **delivering high-quality, professional events**.
- Essential in **developing business strategy** and delivering or exceeding **key performance indicators**, such as attendance, retail revenue, and market share.

Freelance Writer

Film & culture publications | Oct 2013 – Feb 2016

- Authored over **100 written pieces**, including reviews, features, and news items.
- Regular contributions to *The London Film Review*, *The Cult Den*, *Film Inquiry*, and *WhatCulture*.
- Elevated to an **editorial position** within *The London Film Review*, responsible for screening fellow contributors' work and **publicising the site** through SEO and social media.

Misc.

Internships, projects, and part-time | July 2011 – July 2013

- Undertook a variety of small media projects, including video editing for *Cereal Killers*, *Red Buddha Films*, *Creeping Mist Productions* and *AMG Vision Reel*.
- Completed a three-month internship with **Brunswick Studios**, assisting in their digital rebrand and relaunch.

EDUCATION & TRAINING

CharityComms

Content strategy: *planning and delivering standout content* | 22 February 2018

Chartered Institute of Marketing

Google Analytics | 16 November 2017

University of Portsmouth

BA (Hons) Film Studies & Entertainment Technology | First Class Honours | Sept 2008 – July 2011

- Academic and practical disciplines, including film history, video production, scriptwriting, and graphic design.
- Substantial experience with video editing and graphic design software, camera and sound equipment.
- Independent research and textual analysis of a variety of influential films.
- Final year dissertation focussing on the role of the editor in relation to auteur theory.
- Collaboration with fellow students on a variety of film projects, taking up voluntary roles as team leader and head of post-production.
- Studied a variety of other media forms, including magazines, newspapers, and online content.
- Elected course representative for Film Studies, and Combined Honours.
- Graduated with first class honours in July 2011.