

# James Cherry .

Digital Marketing | Creative | Content | Brand

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## ABOUT ME

An ambitious creative leader with over a decade of experience in digital marketing, brand development, and design across a wide range of industries, balancing innovation and flair with strategic planning and confident leadership. Adept at fostering creativity and cross-functional collaboration to achieve organisational goals, I thrive in dynamic environments where ingenuity is encouraged, and am committed to developing cultures of creative excellence and continuous improvement within the team.

## EXPERIENCE

### Orgvue | Senior Marketing Manager - Creative and Digital | Nov 2023 - Present Creative and Content Manager | July 2022 - Nov 2023

Jurisdiction for the creative direction and performance of the website, social media, branded assets, printed collateral, podcasts, and creative content.

Overseeing a complex website migration, and intensive conversion rate optimisation (CRO) that has driven a 34.5% increase in website engagements across FY24.

Strategic responsibility for SEO/PPC strategies, aligning the direction of the business with data-driven insight around search and paid ad performance, driving a 39.5% increase in web traffic and doubling of total online visibility in FY24.

Managing and developing the Orgvue brand, project managing a full-scale brand evolution and relaunch including a new website, new brand guidelines, photography, written content, and brand presence.

### Freelance Video Editor | Various projects | June 2019 - Present

Collaborating with independent filmmakers across London and the South East as lead editor on a number of short dramas, music videos, trailers and corporate videos, picking up two awards for the horror short Hestia! at the Hollywood Blood Horror Festival.

### Vodafone Business | Senior Digital Content Designer | Nov 2019 - June 2022

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.

Extracting meaning and strategy from analytics data to continually question and improve content.

### Infinity Creative Media | Head of Digital Content | Aug 2018 - Nov 2019

Executing digital marketing strategies for the company's television series and events, including The Wine Show, The Football Show, and The Best FIFA Football Awards.

End-to-end creation of show reels and sizzles for new TV concepts, supporting pitches for investment, commercial tie-ins, and ongoing brand exposure.

Working alongside media veterans Russ Lindsay and Ross Westgate, providing ongoing support, commercial strategy, and creative input to the business as a whole.

### The Charity for Civil Servants | Digital Content Manager | Feb 2017 - July 2018

Managing e-communication channels to build support for and publicise the work of the Charity internally and externally with creative design and strategic marketing.

Overseeing concept, planning, and delivery of a variety of digital content ranging from articles, videos, and interactive tests.

Researched, prototyped, and delivered a brand new website for 2018, addressing previous issues around responsive design, inefficient user journey, and outdated design trends.

### Westminster Forum Projects | Communications Officer | Feb 2016 - Feb 2017

### ODEON Cinemas | Marketing & Events Manager | July 2013 - Feb 2016

### Brunswick Studios | Marketing & Design Internship | March 2013 - July 2013

## SKILLS

- 🖌️ Digital design
- 🖨️ Print design
- 📺 Video production
- ▶️ Motion graphics
- 💻 Web design
- 📣 Content strategy
- 👤 UX/UI design and CRO
- 🔗 Web development
- 📊 Analytics
- 👍 Social media marketing
- 📝 Analytics
- 🔍 SEO/PPC
- 🤝 Coaching and mentoring
- 👥 Leadership
- ✅ Project Management
- 📅 Agile

## TOOLS

Photoshop | InDesign | Illustrator  
Premiere Pro | After Effects | Audition  
| DaVinci Resolve | Figma | XD  
WordPress | Hootsuite | GaggleAmp  
HubSpot | Salesforce | GA4 | GTM  
Google Ads | Hotjar | PowerPoint  
Asana and others

## EDUCATION

**University of Portsmouth**  
Film Studies & Entertainment  
Technology

1st Class Honours | Sept 08 - July 11

Academic and practical disciplines, including film marketing, video production, scriptwriting, graphic design, and project management.