

James Cherry

Senior Creative & Marketing Leader | Creative Direction |
Brand Strategy | Multidisciplinary Team Leadership

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ABOUT ME

Creative and strategic leader with 10+ years' experience shaping high-impact campaigns, brand systems and multidisciplinary creative output across entertainment, technology, charity, and digital platforms. I combine clear creative vision with hands-on craft; concepting, art directing, editing and guiding teams to deliver exceptional work. Known for elevating brand storytelling, building high-performing creative teams and partnering with senior stakeholders to turn complex ideas into compelling narratives.

EXPERIENCE

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

- ▶ Led the creative output of a global brand, directing campaigns, content, design and digital experience while remaining hands-on across concepting, editing and execution.
- ▶ Owned creative direction across brand, digital, social and content.
- ▶ Led a full global brand evolution and relaunch, shaping visual identity, messaging and creative toolkits.
- ▶ Directed multi-channel campaigns and collaborated closely with marketing, product and commercial teams.
- ▶ Delivered high-impact creative across video, design, storytelling and digital experience.
- ▶ Mentored creatives, managed agency partners and built processes that improved creative quality and output.
- ▶ Stayed hands-on with execution — scripting, editing, design direction and content production.

Freelance Video Editor | Short films, music videos, promos | June 2019–Present

- ▶ Hands-on creative producing award-winning narrative and promotional content.
- ▶ Edited *Hestial*, winner of two awards at the 2020 Hollywood Blood Horror Festival.
- ▶ Delivered trailers, teasers and promotional edits for festival submissions, social campaigns and pitch materials.
- ▶ Collaborated with directors and producers to shape narrative, pacing and emotional impact.

Vodafone Business | Senior Content Designer | Integrated Marketing & UX | Nov 2019–June 2022

- ▶ Delivered high-quality creative across digital, social and content channels, improving brand storytelling and customer experience.
- ▶ Produced video, web content and digital assets supporting brand consistency and KPI growth.
- ▶ Applied UX, analytics and creative strategy to optimise content performance.
- ▶ Collaborated with multidisciplinary teams across product, brand, commercial and agencies.

Infinity Creative Media | Head of Digital Content | Entertainment Marketing & Campaigns | Aug 2018–Nov 2019

- ▶ Creative lead for major entertainment properties, driving storytelling, art direction and digital campaigns across video, social and multi-market platforms.
- ▶ Led creative strategy and execution for *The Wine Show*, *The Football Show*, and *The Best FIFA Football Awards*.
- ▶ Art-directed trailers, sizzles, pitch reels and promotional content used for distribution, partnerships and global visibility.
- ▶ Developed culturally relevant creative aligned with fan behaviour and platform trends.
- ▶ Collaborated with senior entertainment executives on creative direction, campaign ideation and storytelling.
- ▶ Balanced leadership with hands-on delivery — editing, scripting, directing and producing content.

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

- ▶ Managed digital communication channels, producing articles, videos, and interactive content to build brand awareness and engagement.
- ▶ Researched, prototyped, and delivered a new website addressing UX, responsive design, and user journey challenges.

Westminster Forum Projects | Communications Officer | Feb 2016–Feb 2017

ODEON Cinemas | Marketing & Events Manager | July 2013–Feb 2016

Brunswick Studios | Marketing & Design Intern | March 2013–July 2013

HIGHLIGHTS

Multi-channel creative — Directed creative output across campaigns, content, design, video and digital experience.

Hands-on content production — Delivered award-winning film edits, trailers, teasers and promotional content.

Art direction — Led shoots, edited narrative content, shaped visual identity and produced high-impact creative assets.

Storytelling — Developed culturally relevant, fan-first creative for major entertainment properties.

Coaching and mentoring — Mentored creatives, managed agencies and built processes that improved creative quality and scale.

High quality execution — Known for raising creative standards and delivering work that meets exceptional quality benchmarks.

SKILLS

Creative Leadership

Creative direction • Art direction • Storytelling
• Concept development • Creative team leadership

Content & Production

Video editing • Photography direction • Campaign creative • Social-first content

Digital Marketing

Paid media • CRM & retention • SEO/PPC • Analytics & segmentation • CRO & UX

Strategy & Collaboration

Stakeholder management • Agency management • Cross-functional collaboration
• Process development

Technical

Adobe Creative Cloud • DaVinci Resolve • Figma • XD • WordPress • HubSpot • Salesforce • GA4 • GTM • Google Ads • Hotjar • Asana • PowerPoint • Hootsuite

EDUCATION

University of Portsmouth

Film Studies & Entertainment Technology

1st Class Honours | Sept 2008–July 2011

Disciplines included film marketing, video production, scriptwriting, graphic design, and project management.