

James Newman

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Summary

8+ years of experience in digital strategy, content marketing, account management and communications, with agency experience in SEO, AEO, Paid Media and UX design. Enthusiastic about digital transformation, with an academic and professional interest in supporting community-driven projects. Strong analytical and data-driven mindset balanced with a curiosity for all things creative and digital, venturing into various emerging tools in AR, VR, and machine learning.

Professional Experience

Digital Content Lead - Manchester Diocesan Board of Finance (MDBF) Sep 2021 - Present

- Lead the content and digital marketing strategy across multiple channels (web, social, email, and paid), supporting both demand generation and brand awareness objectives.
- Directed the redevelopment of the company website, integrating UX design, AEO/SEO optimisation, and data-led content mapping to improve engagement and user retention.
- Work with leadership to continue reimagining the digital footprint of the organisation, including redeveloping the brand, content production, and internal and external communication channels.
- Deliver monthly AI and digital workshops, training various departments on how to integrate generative tools and LLMs to improve their workflows and output. The training and resources are now being rolled out nationally.
- Recognised nationally for regional success in digital innovation and community impact.

Digital Manager - University of Manchester Sep 2020 - Sep 2021

- Digital lead on a Covid-19 relief project called 'The Well'. I designed, developed, and managed a fully functional support site that allowed students and residents to refer themselves for food and wellness support during the lockdown in Manchester. We provided over 40,000+ meals and supported users with over 100+ hours of digital well-being content.
- Liaised and managed our relationships with our partners and stakeholders, including FareShare, Trussell Trust, Manchester City Council, and the various educational institutions from across Manchester.

SEO & PPC Account Manager - Cedarwood Digital Nov 2018 - Jul 2020

- Account manager for several clients, from SMEs to national energy providers, spanning a range of channels, from eCommerce to lead generation.
- Performed technical audits to review crawl, internal linking, indexation, content, and speed. Introduced UX audits to our largest clients – Fletcher's Solicitors and Certas Energy – which led to the diversification of our service offering.
- Experienced using Google, Microsoft, and Facebook Ads, covering Display, Shopping and Remarketing. Implemented Ad Automation through scripts and ad customisers to improve relevance and ad quality score.

Academic Experience

First Class Honours - BA International Business and Economics 2014 - 2018

- *Dissertation: Influence of Emerging Technologies on Consumer Behaviour*
- Winner of the Edmundo International Business Competition - Arnhem, Netherlands
- Worked with several companies throughout my studies, including: 3M, BlackBerry, and the MoD.

Personal and Community Projects

- *Freelance content creator across videography, photography, design and web development.*