



James Newman

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Manchester Diocese Board of Finance (MDBF)

Digital Content Lead

05/2021 – Present

- Deliver tailored digital training for over 300+ churches, charities, and schools, operated both online and in-person, on a local and national level. Sessions include social media, graphic design, UX, SEO, and digital marketing.
- Manage all digital content communicated through our internal and external channels, including several social media channels, the company website (blog), and our print publications. I'm the lead videographer & photographer for events.
- Implemented GA, Search Console, GTM and Data Studio to support my analysis and reporting of our web performance.
- Redeveloped our external e-newsletter, contributing to a 40% growth in subscribers YoY, leading to a subsequent and significant uplift in engaged traffic to our company website.

The University of Manchester | St Peter's House

Digital Communications Executive

09/2020 – 05/2021

- I was the 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 30,000+ 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.

Cedarwood Digital

SEO & PPC Executive

02/2019 – 07/2020

- Account manager for several clients, from SMEs to national energy providers, spanning a range of channels, from eCommerce to lead generation.
- Experienced using Google, Microsoft, and Facebook Ads, covering *Display*, *Shopping* and *Remarketing*. Implemented Ad Automation through scripts and ad customizers to improve relevance and ad quality score.
- Competent with several SEO platforms: GA, Tag Manager, Search Console, Screaming Frog, Ahrefs, Kerboo and SEMrush.
- 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.

The University of Hull | San Diego State University (Placement)

BA International Business & Marketing

First Class Honours

09/2014 – 07/2018

- Received appraisal and commendation for my dissertation, focused on digital technologies and consumer behaviour.
- Studied abroad at San Diego State University, where I led a non-profit project with 3M aimed at developing a sustainable business in one of the most deprived regions of rural India (ask me about [Jivika!](#))
- Placed #1 out of 28 international teams in the North Sea Student Competition based in Arnhem, Netherlands.
- Led the Men's Basketball 1st team in the BUCS cup and operated as their publicity officer.



- ✓ Google Ads Search Certificate
- ✓ Google Digital Marketing Certificate
- ✓ Google Ads Display Certificate

- ✓ Adobe Premiere Pro
- ✓ Google Ads
- ✓ Google Analytics
- ✓ Search Engine Optimisation (SEO)

- ✓ Intermediate Google Analytics & Ads
- ✓ Beginners Adobe After Effects