

James Newman

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7+ years of experience in digital strategy, account management, communications, and innovation with emerging technologies including AI, AR, VR, and machine learning. Enthusiastic about digital transformation, with an academic and professional interest in supporting community-driven projects, including founding a COVID relief initiative that fed 40,000 students across Greater Manchester.

Professional Experience

Digital Content Lead – *Church of England*

May 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 digital enablement, social media, marketing, and communications.
- Work with leadership to continue reimagining the digital footprint of the company, including redeveloping the brand, content production, and internal and external communication channels.
- Run a monthly digital tech workshop and running internal training on how to use AI to improve output.
- Implemented GA, Search Console, and GTM to support my analysis and reporting of web performance.

Digital Manager - *University of Manchester - St Peter's House*

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*

Jan 2019 - 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*
- Worked with several companies throughout my studies, including: 3M, Everyday California, and Hull City Council.

Personal and Community Projects

- Digital lead on a local support radio station during the pandemic with current Stockport MP Tom Morrison.
- Freelance in a range of disciplines, including graphic design, videography, photography, and web development.