

# James Alderman

# Content examples

## YouTube | Reports | Websites



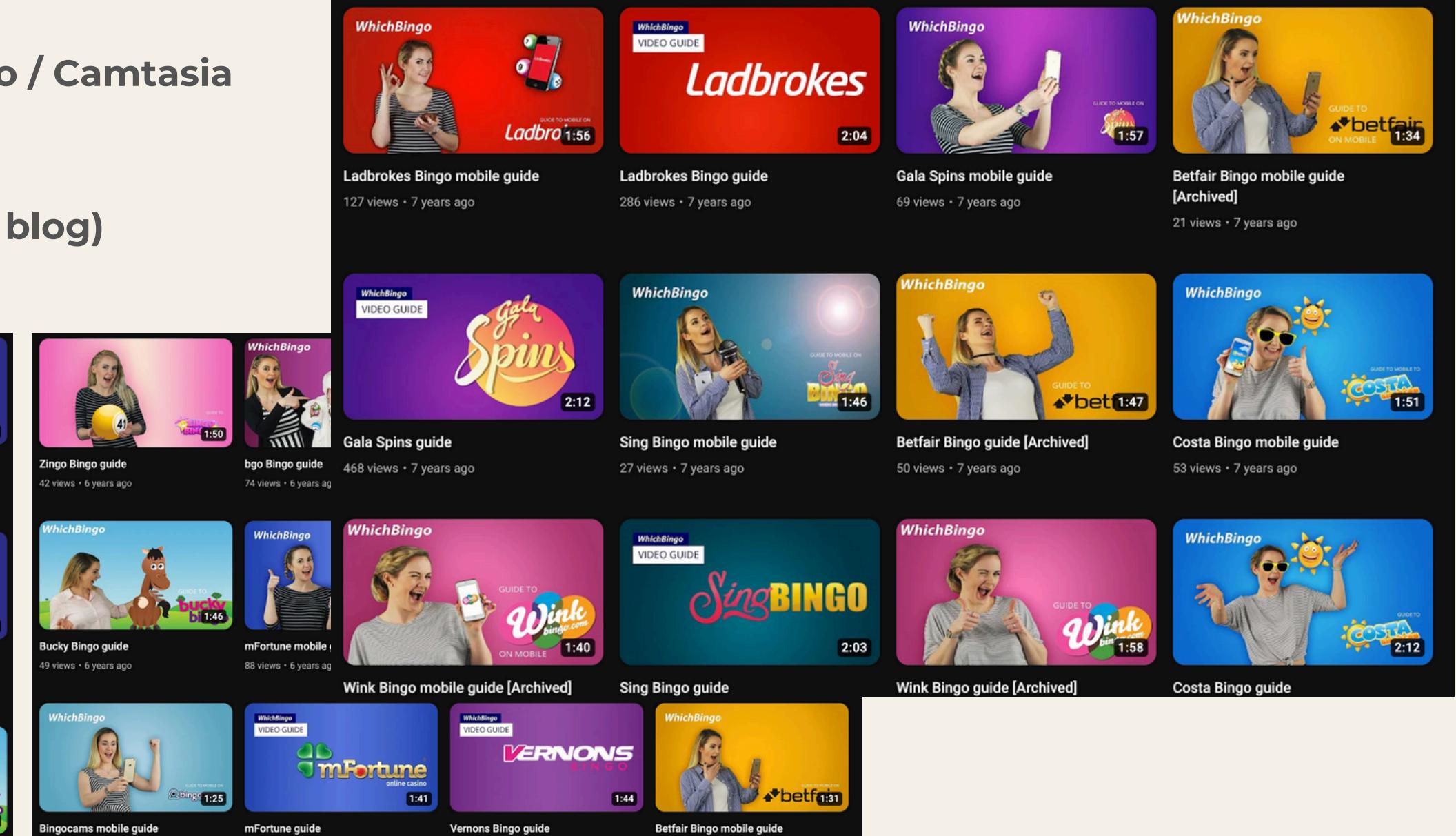
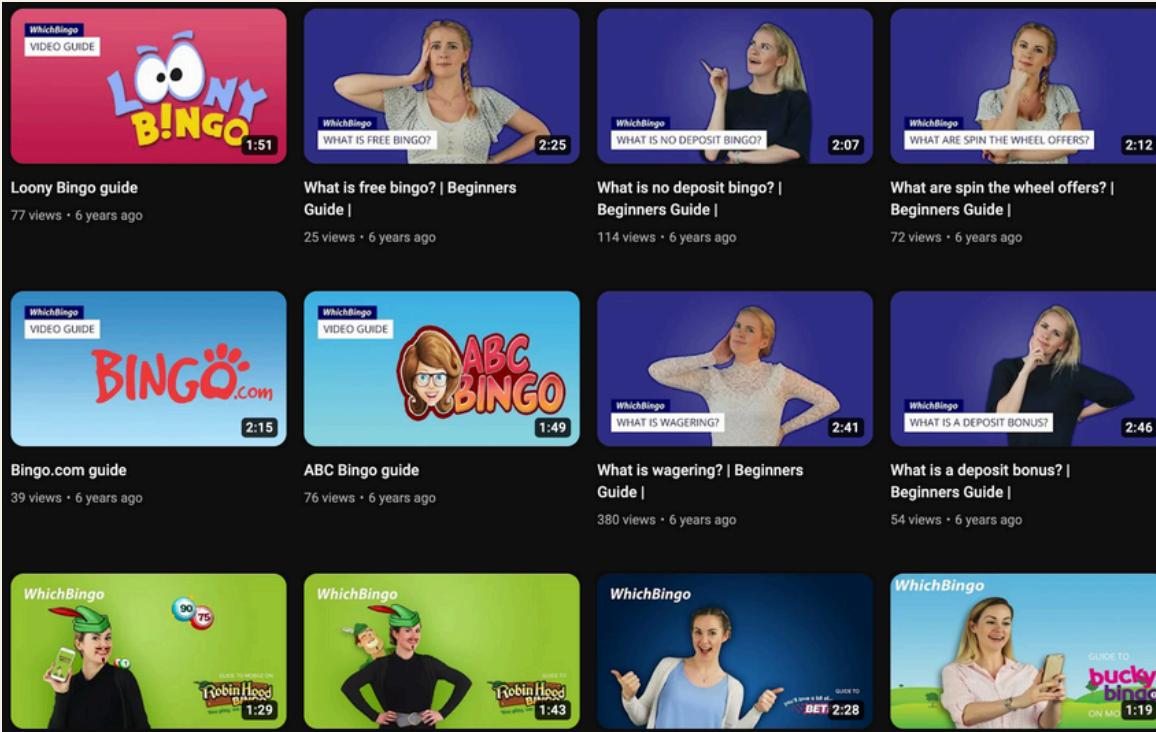
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# YouTube content (Channel management) #1

Weekly product roundup video

My role: Manager

- Video script writing
- Editing raw video: Adobe Premiere Pro / Camtasia
- Thumbnail design: Adobe Photoshop
- Video optimisation
- Video promotion (email, social media, blog)



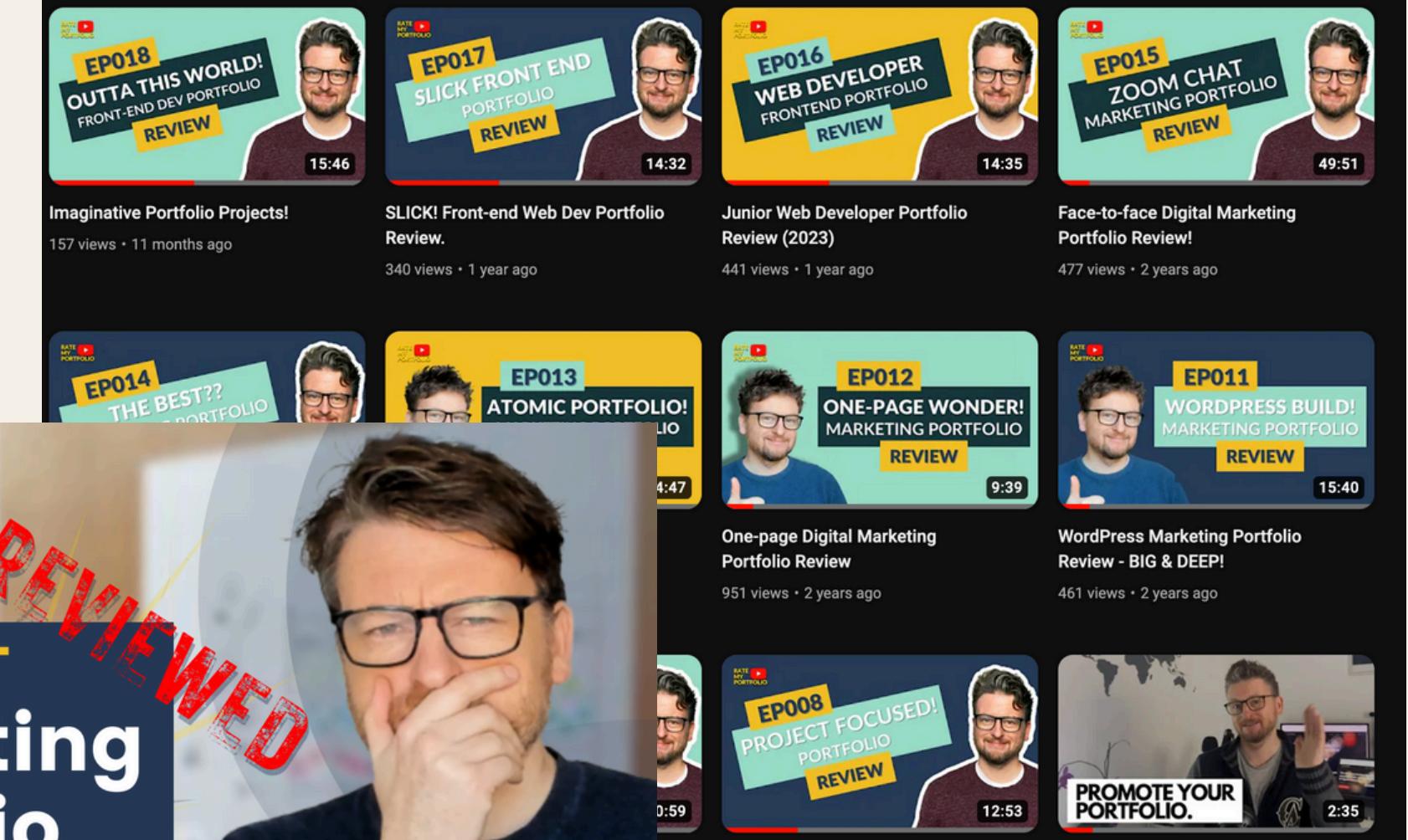
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# YouTube content (Channel management) #2

Digital marketing portfolio review channel

My role: Owner

- Video script writing
- Editing raw video: Adobe Premiere Pro / Camtasia
- Thumbnail design: Adobe Photoshop / Canva
- Video optimisation
- Video promotion (LinkedIn)



James Alderman



# Report writing | Industry report material

## Content writing

### My role: Contributor

- **Industry research**
- **Simplifying complex information**
- **Data analysis**
- **Comment and insight (industry insider)**
- **Page formatting**



## Social Media

According to our research, the online bingo industry is getting social media all wrong. Our research suggests that online bingo brands are tweeting, posting and broadcasting messages several times a day and no one seems to be the slightest bit interested.

It could be said that the online bingo industry and perhaps some other areas of the igaming industry are getting it wrong when it comes to social media for one main reason - brands are just broadcasting messages.

It has long been suggested that measuring the success of any social media marketing activity against the amount of followers, retweets and likes is wrong. What is needed in any social media activity is engagement, and that means conversations. Talking to audiences in any industry requires careful attention to engendering a sense of community and offering something in return for any desired action or outcome. Sadly, this isn't the case in 2015 for most of the online bingo brands we've looked at.

#### Social media referrals

The top 10 online bingo brands that had the best referring website traffic from social media in 2015 is shown in Table 1 below.

Table 1 - Social media referral traffic

No	Brand	Overall % of traffic from social *	No. of Facebook fans	No. of Twitter followers	No. of Tweets
1	Sing Bingo	6.91	2554	50	0
2	Mecca Bingo	3.28	103,274	21,000	14,700
3	888 Ladies	3.52	17,380	2,081	4,321
4	Lucky Pants Bingo	3.23	5,363	215	757
5	Winner Bingo	3.34	15,417	975	1,666
6	Landmark Bingo	2.04	170	855	1,548
7	Robin Hood Bingo	2.03	21,596	2,301	2,251
8	Butlers Bingo	1.94	22,855	1,536	1,516
9	Heart Bingo	1.81	8,652	527	1,078
10	tombola Bingo	1.78	99,554	5,153	3,547

Source: Similarweb.com. Data accurate to 13th January 2016.

\* Figures will include traffic from other social media channels.

#### Observations from the top ten

- On average, the total amount of traffic referred from social media channels was 2.98%
- Online bingo brands had on average over 21,800 Facebook fans by the end of 2015
- On average, online bingo brands had 3,469 Twitter followers
- On average, online bingo brands tweeted over 3,000 times a year. That's over 8 tweets per day on average.

#### So what about Twitter?

In table 2, opposite, the figures from our Online Bingo Player Census show a core bingo-playing audience aged between 35 to 55+ make up over 80% of those surveyed. If you take that same age range and transpose it over Twitter's demographic data (table 3 opposite) we see that less than half of Twitter users cover the same age range.

Table 2 - Bingo Player Survey (see page 14 from more details)

Age Range	Percentage
18 - 24	3%
25 - 34	14%
35 - 44	21%
45 - 54	30%
55+	32%

Table 3 - Twitter UK demographic 2015

Age Range	Percentage
15 - 24	30%
25 - 34	24%
35 - 44	24%
45 - 54	16%
55+	7%

Table 4 - Facebook engagement - December 2015

Metrics (Facebook)	Mecca Bingo	Gala Bingo
Fans	102,710	123,747
Posts	13	11
Likes (average)	87	25
Shares (average)	306	0
Comments (average)	168	8
Overall engagement score	561	33

results are showing that too few are using Twitter for what it is - a social community, not a broadcast channel.

For social media to work, brands have to have meaningful conversations with their players that engage with them and offer compelling reasons for them to return.

*"Online bingo brands putting any substantial effort into Twitter are wasting their time."*



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Page: 4



# Brochure design (Promotional)

PDF design, promotional material for small recruitment business

My role: Creator

- Text editing / formatting
- Adobe Photoshop design
- Page content layout



**YOUR HIRING REQUIREMENT IS OUR STRATEGY**

**“**

Great vision without great people is irrelevant

**”**

**PAGE 1**

**THE UK WORKFORCE IS CHANGING RAPIDLY**

In the next 5 years those born from 1995 will make up around 58% of the workforce. This generation of worker is very different than previous. Known as 'GenZ' this generation is interested in "future-proof" jobs, those focused on digital, as well as job stability.

They are true digital natives, creative and experimental in nature. GenZ represent a real opportunity for businesses to tap into this digital talent.

Our talent pools extend beyond that of GenZ. We also have Millennials and GenX that have completed an Apprenticeship in a digital subject.

**PAGE 3**

**DIGITAL SKILLS GAP**

Digital skills are the ability to identify, select and operate one or multiple digital technologies to achieve a required outcome to better inform business in decision-making processes focused on sustainability and growth.

Finding people with the right digital skills is not easy.

*In fact, the digital skills gap presents one of the biggest threats to UK business, as stated in the Skills Shortage Bulletin, 2018.\**

We understand the significant challenge that the digital skills gap poses and we are particularly aware of the shortage of quality digital skills across the digital and creative industries, which is now becoming more prevalent throughout a whole cross section of industries, with the legal sector being the most recent example.

As with all the specialist areas we provide talent for, we actively promote the need for continual development by providing the best of online learning resources to Applicants all year round. This continues even after successful placement with you, our Client, as part of the service. We will help you and your organisation stay relevant, competitive and ready for the digital future.

**PAGE 4**

ON AVERAGE THERE ARE 1500 DIGITAL APPRENTICES QUALIFIED EVERY MONTH.

**PAGE 7**

**THE POSITIONS IN UK ORGANISATIONS WHERE DIGITAL SKILLS SHORTAGES ARE MOST PROBLEMATIC**

Position	Percentage
Marketing	23%
Sales	20%
Customer Service	10%
IT Support	10%
Finance	9%
Manufacturing	8%
Logistics	8%
Human Resources	6%
Other	2%

**PAGE 8**

**HOW WE WORK TOGETHER**

Our service to you includes spending time taking your brief, understanding what you're looking for, and how to sell your Company to our Graduate Apprentice talent pool. In particular, we ensure the correct interpretation of the role, job description, and person specification.

We then review potential Applicants and provide a resume of their suitability, having evaluated their CVs, qualifications and experience, employment history, achievements, current employment status, personal attributes and suitability for the role applied for.

You can be confident of the calibre of Applicant we offer for shortlisting and interview.

The importance of building long-term relationships with both our Clients and Applicants and helping to achieve business and career goals, is at the heart of everything we do.



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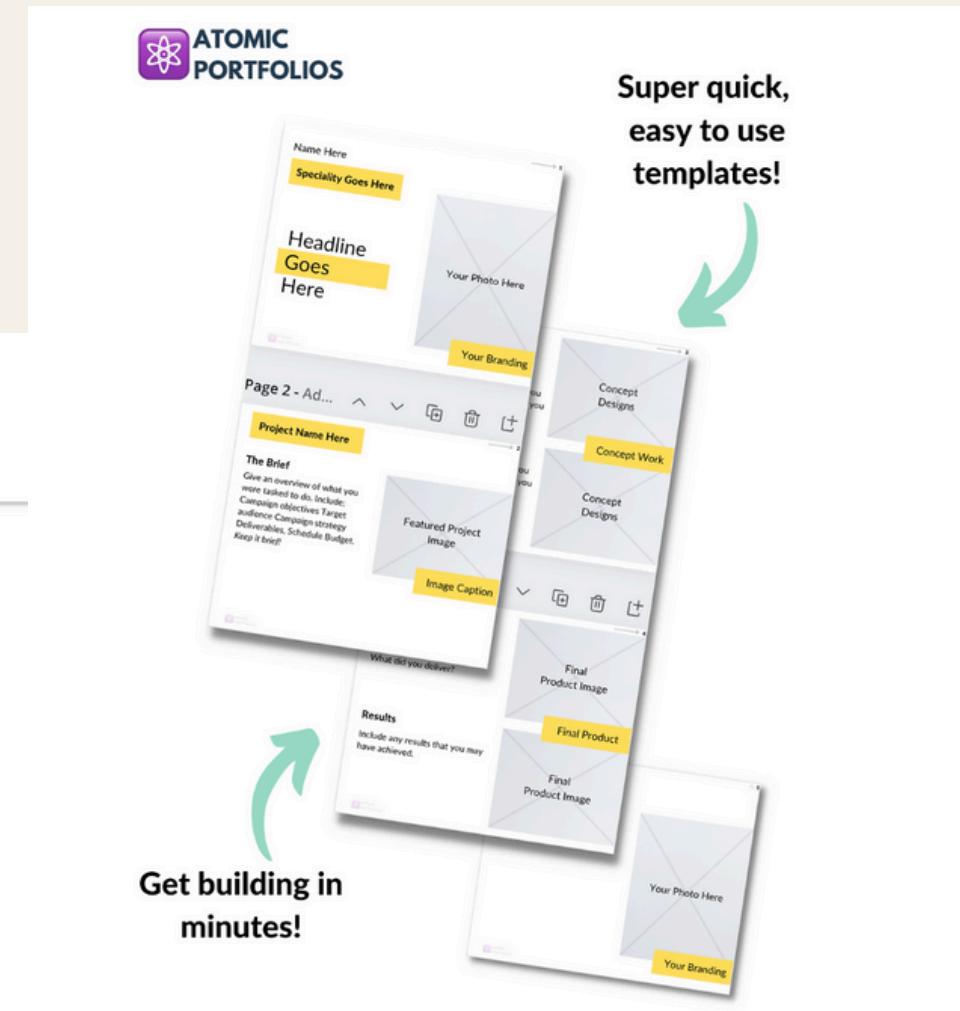
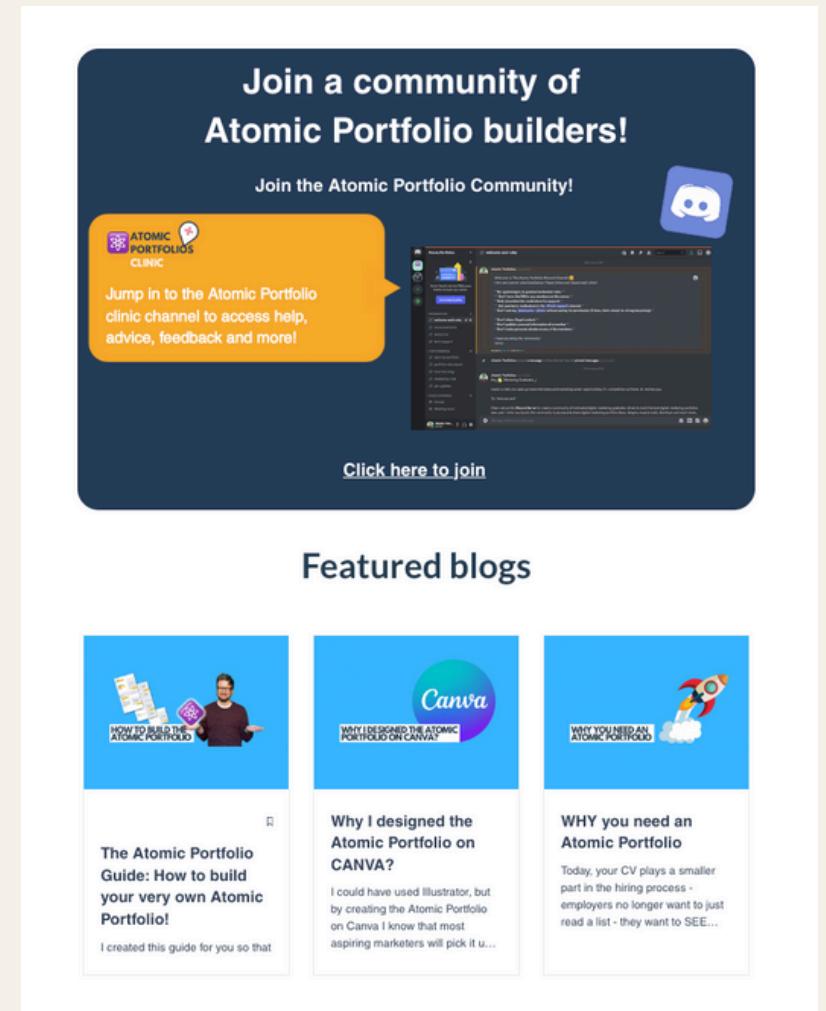
# Web design (Resource website)

I created a simple website designed to educate aspiring marketers on how to build their own digital marketing portfolio, including a free portfolio template and guide

- CMS web builder
- Text editing / formatting
- Adobe Photoshop
- Page formatting / layout



The screenshot shows the homepage of the Atomic Portfolios website. At the top is a header with the logo "ATOMIC PORTFOLIOS". Below it is a navigation bar with four buttons: "Home" (white), "About" (orange), "Contact" (orange), and "Blog" (orange). The main content area features a large title "Build your Digital Marketing Portfolio in a few hours!" in bold dark blue text. Below the title is a paragraph: "Atomic Portfolios is a community-based resource focused on helping YOU create an effective digital marketing portfolio." Further down is another paragraph: "The Atomic Portfolio has been designed to get you up and running with just one digital marketing project, without compromise in quality." At the bottom of the page is a small caption: "Small in size, BIG on impact!"

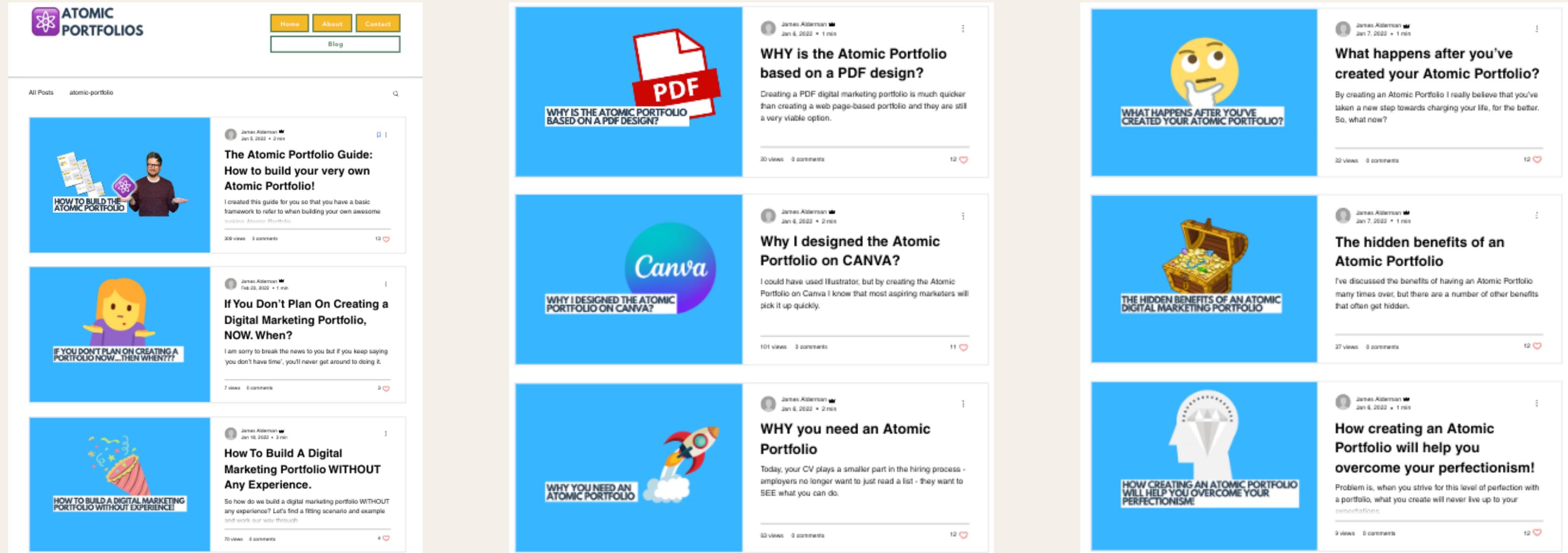
The screenshot shows the "Join a community of Atomic Portfolio builders!" section. It includes a button "Click here to join" and a callout box: "Jump in to the Atomic Portfolio clinic channel to access help, advice, feedback and more!". Below this is a "Featured blogs" section with three cards: "HOW TO BUILD THE ATOMIC PORTFOLIO" (with a man holding a portfolio), "WHY I DESIGNED THE ATOMIC PORTFOLIO ON CANVA" (with a Canva logo), and "WHY YOU NEED AN ATOMIC PORTFOLIO" (with a rocket ship icon).



James Alderman

# Blog writing (Resource website)

Wrote a number of blogs to help educate my website visitors on how best to utilise their portfolio, as well as other topics such as how to use personal branding and self-promotion.



The screenshot displays a blog website with a clean, modern design. The header features a purple logo with a white atomic symbol and the text "ATOMIC PORTFOLIOS". Below the header is a navigation bar with yellow buttons for "Home", "About", "Contact", and "Blog". The main content area shows a grid of six blog posts:

- The Atomic Portfolio Guide: How to build your very own Atomic Portfolio!** (Thumbnail: A man holding a stack of papers). Published on Jan 5, 2022. 206 views, 3 comments, 12 likes.
- If You Don't Plan On Creating a Digital Marketing Portfolio, NOW. When?** (Thumbnail: A cartoon character with a worried expression). Published on Feb 22, 2022. 7 views, 0 comments, 2 likes.
- How To Build A Digital Marketing Portfolio WITHOUT Any Experience.** (Thumbnail: A rocket launching from a cloud). Published on Jan 18, 2022. 70 views, 0 comments, 4 likes.
- WHY IS THE ATOMIC PORTFOLIO BASED ON A PDF DESIGN?** (Thumbnail: A red PDF file icon). Published on Jan 6, 2022. 20 views, 0 comments, 12 likes.
- Why I designed the Atomic Portfolio on CANVA?** (Thumbnail: The Canva logo). Published on Jan 6, 2022. 101 views, 0 comments, 11 likes.
- WHY you need an Atomic Portfolio** (Thumbnail: A rocket launching from a cloud). Published on Jan 6, 2022. 93 views, 0 comments, 12 likes.
- WHAT HAPPENS AFTER YOU'VE CREATED YOUR ATOMIC PORTFOLIO?** (Thumbnail: A thinking emoji). Published on Jan 7, 2022. 22 views, 0 comments, 12 likes.
- THE HIDDEN BENEFITS OF AN ATOMIC DIGITAL MARKETING PORTFOLIO** (Thumbnail: An open treasure chest). Published on Jan 7, 2022. 37 views, 0 comments, 12 likes.
- How creating an Atomic Portfolio will help you overcome your perfectionism!** (Thumbnail: A lightbulb with a star inside). Published on Jan 6, 2022. 9 views, 0 comments, 12 likes.





# Marketing course designs (Digital Marketing Apprenticeship)

Tasked with creating introductory marketing and web development content for our students, I created a set of simple, colourful and bold documents that were easy to read and understand.

## JAVASCRIPT: KEY CHARACTERISTICS AND APPLICATION

**Knowledge Module 1:** Principles of Coding

# {.js} JavaScript

**IN BRIEF...**

**WHAT EXACTLY IS JAVASCRIPT?**

JavaScript is a scripting language that enables developers to create dynamic web pages. It can control multimedia, animate images and move on a webpage. It's the third layer of standard web technologies, two of which (HTML and CSS) you already know.

**WHEN WAS JAVASCRIPT CREATED?**

Originally called LiveScript, it was written in 10 days in 1995. It was renamed JavaScript in 1996 and deployed by Netscape in the same year. The idea behind JavaScript was to provide more functionality for developers to help introduce new dynamic elements to a webpage.

**JAVASCRIPT? HOW MANY VERSIONS?**

Good question. There are actually 3 derivatives of JavaScript - take a closer look at what these are by clicking the link below:

([http://www.w3schools.com/js/js\\_versions.asp](http://www.w3schools.com/js/js_versions.asp))

**USING JAVASCRIPT**

By using JavaScript, you can make a Web site easy to navigate and even customise your webpage depending on who's viewing it, what browser the visitor is using to view it, and what the visitor does. You can even create simple (but effective) animated effects - sounds good right?

Yeah! By using JavaScript and APIs, you can tailor the way your pages look to different users based on criteria such as...

**PAGE 1**  
DIGITAL MARKETER LEVEL 3: PRINCIPLES OF CODING: KWDMQ/KM1/UT1/WK2/0020

## CONTENT: FILE FORMATS AND TYPES OF CONTENT

**Knowledge Module 1:** Principles of Coding

**MOV JPG MP3 PDF GIF**

**IN BRIEF...**

**WHAT EXACTLY IS A FILE?**

A file is designed to store particular types of data such as multimedia data or even executable data such as text. Other files are designed to contain HTML or Adobe data and allow them to be used for specific purposes.

**WHAT IS A FILE FORMAT?**

A file format allows for encoding on storage on a computer file. The video file format is a compressed version within a digital storage unit. File formats are usually free or proprietary and could be easily assessable and allow for easy retrieval thanks to simple naming conventions.

**WHERE ARE FILES STORED?**

Typically, files are stored on a device Hard Drive (HDD) or a more modern Solid State Drive (SSD). They are designed to be easily assessable and allow for easy retrieval thanks to simple naming conventions.

**IMAGE FILE TYPES**

It's important to understand that images can be saved in a variety of different file formats. Why is this the case? Simply put, different file formats can accomplish certain tasks better than others.

- The current date or time
- Your users' behaviours the last time they visited your pages
- Your users' stated preferences
- Any other criteria you can imagine such as animations

If you're familiar with working on graphic packages you'll be aware that most give you, the user, the option to save your work in a number of specific, compatible file formats. These file formats will have been designed to be used in a number of software applications. Some of these files are \*.jpeg, \*.gif, \*.png.

**MOST POPULAR WEB BROWSER**

As you can see, Google Chrome is by far the most used browser today, accounting for well over half of web traffic, followed by Safari in a distant second. Internet Explorer and Firefox comes in third, with the combined IE & Edge fourth - this is despite Internet Explorer/Edge being shipped pre-installed on most machines. Finally Opera is fifth with 4 percent of global web traffic.

Source: <https://www.w3counter.com/globalstats.php>

**PAGE 1**  
DIGITAL MARKETER LEVEL 3: PRINCIPLES OF CODING: KWDMQ/KM1/UT1/WK5/0010

## CLIENT WEB BROWSERS: HOW THEY WORK

**Knowledge Module 1:** Principles of Coding

**MOV JPG MP3 PDF GIF**

**BROWSING THROUGH HISTORY...**

To the left, you will see a picture of the world's first web browser (iPhone CEBI) developed in 1990. Below you'll see notable dates throughout web browser development history.

- 1995 - Internet Explorer created
- 1996 - Opera created
- 2003 - Safari created
- 2004 - Mozilla Firefox created
- 2008 - Chrome created
- 2015 - Microsoft Edge created

**MOST POPULAR WEB BROWSER**

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DIGITAL MARKETER LEVEL 3: PRINCIPLES OF CODING: KWDMQ/KM1/UT1/WK3/0001

## SEO: DISPLAYING SEARCH ENGINE RESULTS

**Knowledge Module 1:** Principles of Coding

**SEARCH: getting you on the website you want**

**CRAWLERS AND SPIDERS**

A search engine spider is a program that most search engines use to find what's new on the Internet. Google's Web crawler is known as GoogleBot.

Search engines may run thousands of their web crawling programs simultaneously, on multiple servers. When a crawler finds a page, it reads the page and stores its content into a database. Once a page has been indexed, the text of your page is loaded into the search engine's index, which is essentially a massive database of words.

A search engine spider is a program that most search engines use to find what's new on the Internet. Google's Web crawler is known as GoogleBot.

The first thing a spider does when it visits a Website is look for a file called "robots.txt". This file contains instructions for the spider on which parts of the website to index, and which parts to ignore. The only way to ignore a page is to tell the spider to do so by putting a robots.txt file. All spiders are supposed to follow some rules, and the major search engines do follow these rules for the most part. Most of the major search engines follow an agreed policy on these.

**PAGE 1**  
DIGITAL MARKETER LEVEL 3: PRINCIPLES OF CODING: KWDMQ/KM1/UT1/WK1/0002

## KNOWLEDGE MODULE 1: XAMPP EXPLAINED

**Knowledge Module 1:** Principles of Coding

**XAMPP**

**WHAT IS XAMPP?**

MySQL

As we already know, MySQL is a relational Database management system and is used for developing various web-based software applications. Just like with the LAMP web stack, MySQL is used to organise, manage, update and retrieve data.

Apache

XAMPP is a local web server and the acronym stands for Cross-platform Apache MySQL PHP, and Perl.

PHP

With XAMPP, there is no need to install each of the individual components to a web server. The installation has been designed to make it easier and quicker. XAMPP is a portable solution for local web development which means it runs equally well on Mac and Windows. Since most actual web server deployments use the same components as XAMPP, it makes transitioning from a local test server to a live server easy.

Perl

XAMPP is ideal when making a web application and testing it on your XAMPP local server - later, as stated before, you can shift this code to a live server.

**EXAMINING XAMPP**

Apache

Apache is an open source web server software as a modular, process-based web server application that enables the development environment to function.

Find out more about Perl here: (<http://perlide.org/perlintro.html#What-is-Perl%28%29>)

**PAGE 1**  
DIGITAL MARKETER LEVEL 3: PRINCIPLES OF CODING: KWDMQ/KM1/UT1/WK1/0010



# James Alderman

# Thank you for exploring!

Please follow / contact me on LinkedIn:



<https://www.linkedin.com/in/jamespalderman/>



James Alderman

