

JAMES GREGORY

DIGITAL MARKETING MANAGER



Motivated professional passionate about technology and gaming with proven marketing and customer service skills. Seeking roles in digital marketing, community growth, and content creation. Experienced in relationship-building and teamworking. Eager to contribute to strategic initiatives, committed to continuous learning for enhanced marketing strategies. Skilled in effective communication and rapport building. Hands-on experience in managing social media accounts, curating, and publishing creative content. Proven expertise in strategising marketing tactics. Ready to bring enthusiasm and skills to a dynamic marketing role, committed to achieving impactful results.



+44 0754-157-1667 (WhatsApp)



james_gregory161@hotmail.com



www.james-gregory.com

EXPERIENCE

Senior Social Media Manager

Climate Guardians, April 2022 - February 2023

Created and managed companies social media portfolio with over 30K followers. Established companies communication channels building an engaging community with over 4,000 members on Discord. Designed and published creative content including infographics, polls, tutorials, articles, GIFs, FAQs, interviews, website material, and other graphics required for socials. Delivered professional player and user support utilising feedback collection, user ticket service, and copywriting. Led achievable measurable goals for campaigns and initiatives, referencing ROI on paid promotional activities.

Junior Social Media Manager

Spaceborne, September 2021 - March 2022

Developed and managed companies social media accounts including Twitter, Facebook, Instagram, YouTube, and LinkedIn totalling over 20K followers. Organised and fronted community events such as AMAs, interviews, and community play tests. Collected and monitored user feedback, reporting bugs and working with the marketing and game development team to implement strategies to improve user experience and increase increase user reach. Created and established a 5K Discord community managing user support and plugins to increase engagement.

Junior Social Media Manager

Black Eye Galaxy, August 2021 - February 2022

Managed companies social media accounts building a 50K follower community and designing and publishing a variety of creative content using infographics, dynamic posts and articles. Established and built a 4K subscriber YouTube community offering tutorials, development updates, product trailers, AMAs, and interviews.

SKILLS

Customer Service

89%

Teamworking

83%

Graphics Design

60%

Communication

75%

Research & Analytics

86%

EDUCATION

MSc International Marketing

University National and World Economy
Bulgaria, Sofia, 2024

MSc Digital Marketing

Vilnius University, Ongoing
Lithuania, Vilnius, 2022-2024

MSc Cybercrime & ICJ

University of Portsmouth, First Class Degree
United Kingdom, Portsmouth, 2020-2021

BSc Criminology

University of Gloucestershire, First Class Degree
United Kingdom, Cheltenham, 2017-2020

Extended Diploma in ICT

Exeter College, AAA Dipolma
United Kingdom, Exeter, 2015-2017

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EXPERIENCE

Sales Colleague

Tesco, August 2021 - December 2021

Delivering exemplary customer service through proficient interactions. Enhancing the customer journey with adept decision-making and active community contributions, while refining communication, teamworking, and community building skills for company growth.

Sales Assistant

FatFace, June 2021 - August 2021

Delivering exceptional customer experiences, leveraging product knowledge to guide customers both in-store and online. Managing deliveries, sales, orders, refunds, and adeptly resolving customer complaints, demonstrating strong problem-solving skills.

Sales Consultant

Schuh, February 2021 - June 2021

Drove sales, KPIs, and achieved company targets. Managed product replenishment, collaborated with the team to ensure a positive customer journey, and elevated overall customer satisfaction.

Sales Assistant

Southern Co-op, October 2020 - January 2020

Fostered brand growth in the local community to cultivate a loyal customer base. Oversaw stock replenishment, managed deliveries, and effectively addressed customer complaints. Conducted product research, ensuring the delivery of professional customer service.

Sales Assistant

Dunelm, September 2018 - December 2018

Drove sales, exceeded KPIs, and achieved company targets. Collaborated with the team to enhance the customer journey, and fostered experiences that increased customer satisfaction.

Sales Assistant

Currys PC World, August 2016 - August 2018

Collaborated directly with B2C and B2B partners, fostering professional relationships through the provision of technical advice. Contributed to achieving company targets and KPIs.

Sales Assistant

B&M, June 2016 - August 2016

Collaborated effectively within teams to optimize merchandising, ensuring seamless communication with customers, contributing to increased B2C sales, and delivering an elevated in-store experience.

HOBBIES

Gaming, technology, PC building, research, learning, fitness, creating content, networking, hiking, travelling, cinema.

KNOWLEDGE

Microsoft Office Suite

Skill Level: Advanced

Professional Skills

Adobe Suite, Sony Vegas Video Editing, Canva, Google Suite, Wordpress

Management Systems

Asana, ClickUp, Jira, Trello

Social Media Platforms

Twitter, Facebook, Instagram, YouTube, Discord, Telegram, Substack, Medium, Reddit

VOLUNTEER

Student Union Course Rep

University of Portsmouth, 2020

Represented the views and opinions of my peers to the University board and helped shape the education at the university by supporting and promoting student feedback collected. Helped create and engage an active student community that aimed to improve the quality of education.

Student Union Course Rep

University of Gloucestershire, 2018

Represented the views and opinions of my peers to the University board and helped shape the education at the university by creating a community of students whose goal was to improve the quality of education at the university.

Student Community Wellbeing

University of Gloucestershire, 2018

Worked with the local community, student community, the University, and the Police to ensure the safety of students around the city and university grounds. Supported prevention strategies ensuring anti-social behaviour is reduced.