

# James Napier

Jamesnnapier@gmail.com | LinkedIn.com/in/jamesnapier04 | Autumn House, Milland, GU30 7LU | 07342 275238

My CV Website: jamesnapiercv.com **(Recommended)**

## PROFILE

I am a highly driven content creator and digital marketer with a proven track record of growing an online presence. My experience spans content creation, video editing, social media marketing, web development, and photography. I bring a solid understanding of SEO, content optimisation, and digital advertising strategies, with a keen focus on audience engagement and retention. I thrive in both team-oriented and independent environments, leveraging strong communication, leadership, and organisational skills.

## RELEVANT EXPERIENCE

### Content Creator & YouTuber 2020 - Present

(Self-Managed Channel) | Youtube.com/JamesRL

- Successfully built a YouTube channel with 8.9k+ subscribers, over 1.5 million long-form views, and 45,000+ watch hours.
- Gained expertise in image and video editing using Photoshop, Canva, Adobe After Effects, and Premiere Pro.
- Specialised in creating effective thumbnails and engaging long-form YouTube content while mastering social media algorithms, SEO, and content optimisation techniques.
- Developed and executed paid advertising strategies to increase video visibility and improve click-through rates and audience retention by analysing performance metrics and insights.

### Digital Marketer & Web Developer

(Self-Managed Baking Website) | freefrombaking.com

- Created and managed a WordPress-based baking website featuring gluten-free and dairy-free recipes, enhancing skills in web development with HTML, CSS, NodeJS and JavaScript.
- Managed website hosting, set up cookies, and implemented a custom domain, applying researched web development theories to optimise user experience.
- Ran paid advertising campaigns using Google Ads and tracked audience engagement through Google Analytics to refine target audience strategy.

## EDUCATION

### University | De Montfort University

Oct 2023 – Present

### BA (Hons) Advertising and Marketing Communications

First-year modules:

Marketing Essentials 2:1 |

Fundamentals of Advertising 2:1 |

Marketing in a Digital World 2:1 |

Regulatory, Ethical, and Sustainable Communications 2:1

Second-year modules:

Consumer Behaviour | Brand Strategy

and Management | Digital Marketing

and Media | Public Relations

### A Levels | Godalming College

Aug 2021 – Apr 2023

### BTEC Level 3 National Diploma in Information Technology

(Distinction, Distinction)

### BTEC Level 3 National Extended Certificate in Sports Coaching

## PERSONAL INTERESTS

### Sports:

Competed in a football tour in Barcelona and represented my school in county-level 100m sprinting. Played multiple LTA tennis matches. Currently training in MMA (BJJ and Muay Thai), aiming to compete in 2025. Earned an SLQ Level 2 in Community Sports Leadership and coached younger students.

### Photography:

Involved in landscape and car photography, using Photoshop and Lightroom. I manage an Instagram page where I share my car photography with enthusiasts.

### Cars & attending car events:

Enjoy modifying and repairing my car. Attending events like Festival of Speed, where I worked in 2023 stewarding for the Porsche 75<sup>th</sup> car anniversary display.

### Tech & Gaming:

Built my own custom PC and enjoy gaming, particularly Rocket League, FIFA, Trackmania, and CS:GO.

## WORK EXPERIENCE

### Customer Service Experience

Petersfield McDonald's 2023 – Present

Blue Diamond Café, Rake Garden Centre 2021 – 2023

Goodwood Festival of Speed 2023

Volunteering at Milland Community Stores 2020 -2021

- Acquired strong problem-solving abilities and the capacity to think quickly in fast-paced environments through customer service roles in both small local businesses and large corporations.
- Enhanced teamwork, leadership, and collaboration skills, complemented by a passion for football that reinforces my ability to work effectively within teams.

## VOLUNTARY WORK EXPERIENCE

### Photographer & Film Production Assistant

*(Behind-the-Scenes Photographer, Vancouver Film Shoot) | <http://bit.ly/3zRxETM>*

- Applied photography skills, including composition, colour grading, and editing in Lightroom and Photoshop, while capturing behind-the-scenes moments during a week-long film shoot.
- Worked closely with an award-winning film crew, gaining insights into the full film production process.

### Event Organising & Social Media Manager

*(De Montfort University)*

- Organised a keep-fit running event for my university course, creating and executing a social media campaign to drive engagement and participation.
- Developed leadership, teamwork, and public speaking skills through solo and group presentations using PowerPoint.

## SKILLS

### Marketing Knowledge and Experience

I have improved my marketing skills within university classes, learning key concepts in Marketing Essentials, advertising strategies, and the honeycomb model for social media, receiving a 2:1 in each topic. With four years of experience running my YouTube, Instagram, and TikTok, I taught myself social media algorithms through research and analytics, understanding how CTR, interactions, and watch time influenced video visibility. My coursework in Regulatory, Ethical, and Sustainable Communications increased my knowledge of responsible marketing, whilst my module on Consumer Behaviour heightened my understanding of consumer psychology.

### Communication

I improved my public speaking through frequent PowerPoint presentations at university and developed leadership skills by being captain of a football team. My experience working in cafes and restaurants within large and small organisations involved interacting with diverse customers of all ages and demographics, improving my ability to communicate clearly. This strengthened my problem-solving skills and creativity in creating solutions. Within these roles I additionally improved my skills in teamwork, adaptability, and customer engagement.

### Organisation

I have developed organisational skills through managing my time to ensure punctuality for university lectures, assignments and college classes. I created schedules balancing my day, including gym sessions, MMA training, and daily studies with lectures. I organised my YouTube content using Excel, where I planned future ideas, scheduling videos, and tracked video performance. This process strengthened my skills in project management, prioritisation, and efficient time management.

### Design & Photography

Adept in image editing using Photoshop and Canva, with experience in colour grading through Lightroom. Developed strong photography composition skills through creating YouTube thumbnails, Instagram posts, and continuously improving my work with a passion for photography.