

# James Harden



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## Career Highlights

### First Impressions

I had my heart set on a marketing career since I gave up my dreams of becoming a frog when I was ten years old. Graduating from Cardiff University with a degree in International Business Management, I entered a life of retail working for Disney, Lakeland and Help for Heroes before Caffè Nero snapped me up and gave me an opportunity to put theory into practice, rising to management within a year. Deciding that coffee wasn't for me (I can make it but I sure won't drink it), I left Caffè Nero in March 2018 and, after a brief stint in animal care, got my break in marketing at Taunton School, before taking over as the sole marketing body at Amalgam Collection. I continue to grow with the company, establishing my own team, consistently growing the firm's website sales, notably achieving five separate sales records to date, and driving a sustainability agenda throughout the company. I am a marketing all rounder, with experience in content creation, print & digital advertising, social media and website management and press and media.

### Personal Qualities



Problem Solver



Resourceful



Ideas Generator



Detail Orientated



Resilient



Versatile



Critical Analyst



Strategic

Jul 19 - Present

#### Digital Marketing Manager, Amalgam Collection

Responsible for all of Amalgam's marketing activity, I manage the department and all its outputs. I maintain two websites across five languages, handling the product and blog content on a daily basis, breaking record monthly sales five times so far. I am responsible for all of the company's external and internal communication to B2C and B2B employees through social media channels, email campaigns, digital and print advertising, press releases and company updates. Supporting the sales and events teams, I coordinate the use of marketing collateral, imagery, social media and QR codes to agents and events across the globe. Regularly liaising with luxury automotive manufacturers and motorsport teams, I contribute to the production process, designing product packaging and managing brand identity. I supervise all content and its creation, collaborating with digital marketing agencies, photographers and videographers in the UK, Hungary and China. Most notably, I have so far cooperated directly on projects with The Official Ferrari Magazine, YouTuber star Shmee150 (Tim Burton) and Mike Fernie at DriveTribe.

May 18 - Jul 19

#### Marketing Assistant, Taunton School

As part of a small team, my role was to increase student recruitment and the profile of the School, including its commercial activities. I was responsible for much of the School's external communication, particularly on social media. I was the editor for the School's online Newsletter with a circulation of 3000+ people. My role also included website management, graphic design, worldwide distribution of marketing materials for events, content creation for use on the website and social media, event coverage through photography and video, and copywriting, advertising and publication creation for print and digital distribution. I played large roles in a website CMS changeover, a complete rebranding of the Sports Club, and a branding update of all major documentation used across the School.

Jul 16 - Jan 17

#### Non-Gaming Content Editor, NerdyAF

A voluntary role for a web-based start up. My primary role was to organise and edit all non-gaming content for the site, contributing my own material as well as overseeing the other writers involved, ensuring maximum engagement with followers and visitors to the site.

Nov 14 - Mar 18

#### Store Manager, Caffè Nero

My key accountability was to maximise sales by delivering continually high standards of customer service through the leadership and development of my team and store. It also required strong financial control through careful rota planning and stock management.

## Applied Skills



Content Creation



Copywriting



Social Media



Team Management



Website Management



Photography



Graphic Design



Adobe Suite Literate

### Find Out More

[www.jamesharden.co.uk](http://www.jamesharden.co.uk)



@SomebodyFamiliar



[linkedin.com/in/jamespatrickharden](https://www.linkedin.com/in/jamespatrickharden)



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Subscriber Data Management, Email Personalisation Tactics

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Content Strategy, Building a Brand Voice, Multinational Best Practice