

James Young

Resumé

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Experience

Young & Hungry | Copywriter: School Agency

February 2021 - June 2021

- Developed multi-dimensional marketing campaign for local museum to promote new exhibit
- Created copy to facilitate ease and accessibility for visitors to navigate the exhibit's app

UNITE+ | Social Media Coordinator: Paid Internship

February 2018 - May 2018

- Gained double the target amount of email subscriptions in preparation for product launch
- Control of social media channels to increase brand awareness
- SEO and blog writing to reach a larger number of target audience

Vinco | Social Media Officer / Journalist

February 2017 - Present

- Interviewed international athletes
- Creation of evergreen articles, with some of the most views on the website
- Live broadcasting roles such as commentary, social media and camera operating

Circle | Brand Ambassador

October 2017 - May 2018

- Consistently ranked in top 10 best performing ambassadors in the country
- Curated flyers and created competitions to promote company

The7Stars | Paid Work Experience

- Carried out competitor research for clients such as Iceland and Ancestry
- Gained more in-depth understanding of brand strategy, media buying and planning

Lancaster University RC | Media & Communications

- Directed engaging promotional video that fronted the club's biggest intake of new members for upcoming year
- Written detailed race reports for University newspaper

Profile

An award-winning student copywriter with a diverse range of experience that includes working with leading advertising agencies, involvement with start-up brands and sports journalism. Thriving within a high-pressure environment, I relish the challenge to create engaging copy and drive brand recognition.

Education

2019 - 2021 Advertising (MA)
Academy of Art University
San Francisco

2016-2019 English Language (BA)
Lancaster University First Class Honours
England

2014-2016 A-Levels
Bede Academy History - A
English Language - B
Physical Education - B
Extended Project
Qualification - C

2009-2014 GCSEs
The Blyth Academy 10 A-C (6 As, 3 Bs, 1 C)

Personal Achievements

Lancaster Award - Excellence
Represented country in road mile
NCAA D2 Indoor Mile Champion
National Citizen Service Award
Level 7 FA Qualified Referee