

# James Underwood

## Curriculum Vitae

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Online Portfolio: <http://www.jamesunderwood.co.uk/>

## Introduction

I am a committed and motivated young professional. Since graduating with a First Class Honours Degree in 2008, I have been working as the Web Editor for the iconic cinema advertising company Pearl & Dean.

For four years, I have gained invaluable experience in working in a driven marketing environment, where I have been able to use some of my skills in developing and maintaining the company's consumer movie portal website. I have taken real pride in writing new content, launching Social Media Channels, reporting live from movie events, writing blog stories and growing web traffic/e-newsletter databases in this role.

I work well in a team and will use my initiative as necessary to get things done to the greatest quality and deadlines. I have an excellent working knowledge of the major online technologies, languages, social media and content managements systems. Although I am very keen to still develop further my skills and knowledge in this profession.

I believe my commitment throughout my educational and working life has enabled me to achieve most of my goals, including: numerous school awards, a University award for 'outstanding Achievement', a 1:1 Degree and excellent appraisals from my current employer.

My ambition is to improve my knowledge and skills further in a progressive working environment and by so doing to secure a career path that will enable me to grow and contribute to the success of my next employer.

## Employment, Education & Qualifications

### 2008-Present Pearl & Dean - Employment

- Website Editor for <http://www.pearlanddean.com/>- Consumer Movie Portal website.
- Employee awards for performance.

### 2005-2008 July University of Greenwich

- BSc (Hons) Multimedia & Internet Technology - 1st Class (1:1)
- University ' Outstanding Graduate Achievement Award ' 2008
- Modules studied included: Web Technologies, Digital Creativity, Multimedia Production, Design for Interaction, Systems Analysis, Information Engineering.

### 2003-2005 St Columba's and St Catherine's Sixth Form

- A-Level: Economics & Business Studies; Media Studies; ICT; English Literature; General Studies.

### 1998-2003 St Columba's RC Secondary Boys School

- 11 GCSEs all at Grades A-C including English, Mathematics, Double Science, French and ICT.

## Skills

· Web Languages & Technologies: XHTML, CSS, PHP, MySQL, SQL, ASP, working with all image formats including JPEG, TIFF and PNG. Working with Content Management Systems (CMS), Web Forums, Blogs, Social Media including Twitter, Facebook, YouTube, MySpace and Blogger.

· Software Packages: Adobe/Macromedia - Dreamweaver, Photoshop, InDesign, Illustrator, Flash. Microsoft Office - Word, Excel, Access, PowerPoint, Project.

· Video Editing: Apple Final Cut Pro, Adobe Premier, Pinnacle, Ulead. High Definition Video, DVD Production, Authoring & Burning video & data discs. MPEG-2, AVI, H.264/MPEG-4, encoding. Web Video Encoding: Flash Video (FLV), Windows Media Video (WMV), QuickTime (MOV).

· Operating systems: All versions of Microsoft Windows, plus Mac OSX.

· Object Oriented Analysis: Unified Modelling Language (UML).

# Experience

**Pearl & Dean - Website Editor - 2008 - Present. Key Roles & Responsibilities** <http://www.pearlanddean.com/>:

## Digital Content

- Writing and developing new movie editorial content for the website. Managing website on a day to day basis via a CMS.
- New popular editorial content includes Greatest Ever Movie Moments, Movie Poster of the Week, Classic Movies, Movie Guides, Blog stories.
- Reporting from live media business events and movie distributor press shows, including writing live updates via Twitter/Facebook.
- Managing YouTube channel, uploading video content, tagging videos, embedding, seeding video content, interaction with online community.
- Writing insightful movie editorial content for B2B printed cinema guides including Top 15 Movies of 2012 and Kids Movie Guide.

## Social Media

- Launching Pearl & Dean onto Social Media including Twitter, Facebook, MySpace, YouTube and Blogger.
- Solely managing and updating Social Media accounts and presence of Pearl & Dean. Interacting with the general public on a daily basis.
- Role as Social Media consultant for brands advertising with Pearl & Dean and independent cinema chains, suggesting ways of improving their social media presence and managing social media campaigns.

## E-Mail Marketing & CRM

- Writing, designing and developing weekly Consumer Movie E-Newsletter containing the latest movie releases, Box Office Chart, Quiz, Competitions and more.
- Managing E-Newsletter with new subscribers unsubscribes and bounce backs using Mailman (GNU Mailing List Manager).

## SEO, Analytics, E-Commerce & PPC

- Improving SEO through use of good, fresh and frequently updated content. Use of keywords, META tags, HTML Titles, ALT tags, quality link building, submitting to search engines, RSS Feeds.
- Managing and analysing Google Analytics account, interpreting results to improve traffic to the website.
- Managing and updating the Google AdWords pay-per-click account for Pearl & Dean, monthly budget in £k's. Creating new campaigns, updating existing ones, removing badly performing campaigns and controlling budget.
- Creating online store where in which users can purchase HD Videos of the famous Pearl & Dean idents for their home cinemas.

# Achievements

- Managing Pearl & Dean marketing campaign to find the Nation's Favorite Movie Themes. Designed website where users can listen to and vote for their favourite movie themes. Over 10,000 votes. "Pearl & Dean - The Nation's Favourite Movie Themes" Six CD Album produced from the votes, sold in shops and online.
- Increasing traffic to website. Since arrival traffic year on year increased by +11%.
- Organically increasing Twitter followers by 3000%, Facebook followers by 1000% and YouTube channel views total 2,000,000.
- Growing E-Newsletter Database by 833%.
- Forming partnerships with major retailers including GAME Group PLC, press agencies and movie distributors including Sony Pictures, Disney, Paramount, Warner Brothers, Universal, ThinkJam, WayToBlue, Substance PR and more. Allowing us to host competitions with valuable prizes.

# Related Experience

## • Voluntary Webmaster: (2005 - 2011)

For the Official Website of Welling United Football Club. This involves working on, designing, running, updating, writing match reports, interviewing managers/players, and filming/ editing the matches. Voted second best in the league whilst Webmaster.

## • Journalist: (2005-Present)

Writing Football Match Reports and Interviewing Managers for Local Newspapers Printed/Online – Kentish Times, Bexley Times and NewsShopper.

## • University Project/Dissertation: (2007-2008)

Design and develop a Video Upload/Viewing website. Research into the various Video Upload websites (YouTube, Daily-Motion etc), the similarities & differences, technologies behind them and the usability/accessibilities issues. Video Upload/Viewing website developed using PHP and MySQL.

Report Link: <http://www.jamesunderwood.co.uk/finalreportlatest.pdf>- 8MB PDF

## • Beta Testing & Game Data – Sports Interactive Limited: (2004-2011)

Providing the player and staff data for Welling United plus beta testing for the second-fastest-selling PC game of all-time in the UK, Football Manager from Sports Interactive. Name featured in the Credits for England, Non-League Research.

# Interests & Hobbies

- Music
- Internet
- Football
- Sports
- Journalism
- Video Games
- Movies
- Web Design
- Graphic Design
- Video Editing
- Web Communities
- Photography

# References

Current Employer -  
Pearl & Dean  
Referee contact details  
available upon request.

Name: Mr Tony Ackroyd  
Position: Lecturer  
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