

# JAMES UNDERWOOD

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## INTRODUCTION

Over 10 years of experience working within the music, entertainment and media content industry, including my current position as Head of Music Content Strategy & Operations for **TikTok**. In this position, I lead the content strategy and programming teams across the UK & EU, driving billions of video views each month. Prior to this, I was Head of Music Programming & Editorial at **Vevo**, the leading music video platform online.

## PROFESSIONAL EXPERIENCE



**HEAD OF MUSIC CONTENT STRATEGY & OPERATIONS, EUROPE** / TikTok, London **05/2019 - Present**

- Leading overarching Music Content, Playlisting & Operational strategy for TikTok across Europe.
- Hiring and managing a team of **5x** Music Content Managers & Analysts in multiple markets (*UK, FR, IT, ES, SE*).
- Setting, reviewing and measuring EU Music OKRs at team, department and country level.
- Owned the creation of Music Content playbooks & best practises to drive EU wide alignment & performance.
- Delivered a broader **+20%** increase in Music creations and **+31%** in Music video views in 2021 within Europe.
- Driving international expansion of music operations within new markets including Israel, Greece, Kazakhstan.
- Strategising & launching global XFN music initiatives incl. **#Rap** an evergreen content series driving **92BN** VVs.
- Developed new '*Local Viral Chart*' methodology to uncover and promote more local music artists & genres in EU. Resulted in a **+120%** increase in the number of local artist music trends on TikTok in 2021.
- Driving processes with EU regions to identify P0 local music trends suitable for user growth Mktg. campaigns.
- Project management of Music LIVE streams (**350K** viewers) featuring top artists incl. *Anne-Marie, KSI, Ellie Goulding*.
- Represent EU Music in cross-function workstreams and forums with Product, Marketing, Strategy & Data teams.
- Lead consultant from Europe on the launch of ByteDance (*parent company*) products incl. SoundOn and Resso.



**HEAD OF MUSIC PROGRAMMING & EDITORIAL** / Vevo, London **05/2013 - 05/2019**

- Leading EU music programming and content strategies for Vevo's vast video platforms, including YouTube, CTV, OTT, Mobile Apps & Social Channels.
- Hiring and managing a team of **7x** Music Content Programming Managers (*UK, DE, FR, IT, ES, PL, NL*).
- Collaborating with Product/Engineering to develop features and tools to delight users & improve staff efficiencies.
- Planning successful multi-territory campaigns (*EU, US & LATAM*) e.g. *Vevo DSCVR Artists to Watch* reaching new audiences across time zones, languages and cultures.
- Managing, curating and optimising official Music Artist channels, driving over **26BN** views per month
- Delivered **+40%** increase in performance of owned and operated music channels, **+300M** video views.



**WEB & SOCIAL MEDIA EDITOR** / Pearl & Dean, London

**07/2008 - 05/2013**

- Leading the editorial and content output across the consumer & B2B websites of this iconic cinema company.
- Copywriting of original content for P&D's website via CMS, e-newsletter via CRM and printed B2B materials.
- Launching and growing P&D's social media including Twitter, Facebook, YouTube and Blogger.
- Creating content calendars to plan and deliver editorial for big cultural moments and trending topics.
- Improving SEO and CTRs +11% through fresh content, use of Keywords, Meta tags and optimised imagery.
- Managing YouTube channel with new content, writing titles, descriptions, metadata & community management.

## EDUCATION



**BACHELOR OF SCIENCE (HONS) - MULTIMEDIA & INTERNET TECHNOLOGY /**

University of Greenwich **09/2005 - 05/2008**

- Awarded 1<sup>st</sup> Class (1:1) degree and received 'University Outstanding Graduate Award'.
- Modules studied: *Web Technologies, Digital Creativity, Multimedia Production, Design for Interaction, Systems Analysis, Information Engineering, Object Oriented Analysis with UML.*
- Dissertation & Final Project: 'Design & Development of an Online Video Sharing Platform': [Final Thesis PDF](#)

## SKILLS

### CONTENT & PROJECT MANAGEMENT

*CMS - YouTube Studio CMS - Facebook Pages Manager - TikTok - Twitter - Facebook - Instagram - Snapchat - WordPress  
JIRA - Asana - Slack - Google Workplace*

### DATA & ANALYTICS

*Tableau - Redash - Looker - ComScore - Nielsen - Google Analytics - YouTube Analytics - ChartMetric*

### WEB LANGUAGES & SOFTWARE

*HTML5 - XML - CSS - PHP - SQL - MySQL - Adobe (Dreamweaver, Photoshop, Illustrator, Premier) - Apple Final Cut Pro  
Microsoft (Word, Excel, PowerPoint, Outlook)*

## REFERENCES

*Paul Hourican - Global Head of Music Operations, TikTok  
Claudia de Wolff - VP Content & Programming, Vevo  
Tom Connaughton - Managing Director, UK & Ireland, Spotify*

## INTERESTS

*Music - Travelling - Politics - Gaming - Gigs & Festivals - Social Media - Journalism - Podcasts - Cinema & Movies -  
Pop Culture - Web Design - Tech - PC Building - Photography*