

# JAMES THREADGOLD

DIGITAL MARKETING · WEB DESIGN · SOCIAL CONTENT

---

Buckinghamshire, UK · 07715 826721 · james.threadgold@hotmail.co.uk

Portfolio: <https://jamesthreadgoldportfolio.framer.website> · [linkedin.com/in/jamesthreadgold](https://www.linkedin.com/in/jamesthreadgold)

## PROFESSIONAL SUMMARY

---

Digital media graduate (MSc Digital Marketing, BSc Digital Media) with hands-on agency experience in digital marketing, web design, social media and end-to-end outreach. Strong creative foundation across web design, visual storytelling, brand communication and social content, with degree-level exposure to video production. Combines a creative eye with commercial awareness. Buckinghamshire-based and looking to join a creative agency where I can contribute to digital strategy and grow into content-led work.

## KEY SKILLS

---

### Content & Creative

- Responsive Web Design
- Visual Storytelling & Brand Communication
- Social Media Content & Community Management
- Adobe Creative Cloud (Photoshop)
- UX Fundamentals (research, wireframing, prototyping)
- Video Editing (academic project work)

### Marketing & Growth

- Social Media Strategy & Campaigns
- Digital Marketing Fundamentals
- SEO Fundamentals
- Content Strategy
- Conversion Optimisation & Lead Generation

### Professional Skills

- Client Collaboration
- Strategic Thinking
- Creative Problem-Solving
- Agile Working
- Stakeholder Communication

## RELEVANT EXPERIENCE

---

### Digital Marketing & Content Intern

*FudFomo Group / The Why Agency · January 2026 – Present*

- Designed and ran an end-to-end blogger outreach and affiliate partnership programme from scratch, targeting independent writers and creators across crypto, fintech and personal finance
- Built a qualified prospect database of independent bloggers, Substack writers and niche finance creators, with tiering, contact enrichment and activity signals
- Wrote positioning-led cold outreach templates and partnership pitches focused on credibility over sales tactics

- Managed the full pipeline (discovery, sending, follow-ups and replies) using a custom outreach system, tracking reply rate, affiliate sign-ups, backlinks and attributable traffic growth
- Reviewed homepage structure and user journey to identify potential friction points
- Suggested improvements to homepage messaging and call-to-action clarity to support conversion
- Contributed ideas during marketing discussions around content, customer acquisition and audience engagement

### **Digital Designer – Housing Matters Website Redesign**

*Bristol-Based Charity · University Client Project*

- Designed and delivered a responsive charity website, crafting visual storytelling for three distinct audiences: donors, fundraisers and service users
- Conducted user research and developed detailed audience personas
- Restructured site navigation to improve accessibility across all audience groups
- Delivered a modern, brand-led interface balancing visual appeal with the charity's communications goals
- Presented design solutions to client stakeholders and incorporated feedback iteratively

## **EDUCATION**

---

### **MSc Digital Marketing (2:1)**

*University of the West of England · 2025*

### **BSc (Hons) Digital Media (2:1)**

*University of the West of England · 2024*

Modules included video production, social content and digital storytelling

## **ADDITIONAL EMPLOYMENT**

---

### **Waiter – Harvey Nichols Restaurant & Bar, Bristol**

*August 2023 – September 2025*

- Delivered premium customer service within a high-end brand environment
- Managed multiple priorities in fast-paced settings
- Developed strong communication and client-facing skills

### **Runner – The Ivy Marlow Garden, Marlow**

*November 2021 – January 2022*

- Supported operational efficiency in high-volume service environment
- Demonstrated adaptability, teamwork and attention to detail

## **ADDITIONAL QUALIFICATIONS**

---

### **A-Levels**

BTEC Media (Distinction) · Geography (B) · Media Studies (B)

### **GCSEs**

6 GCSEs including Maths & English (Grade 6)

## **REFERENCES**

---

### **Spencer Lambert**

*FudFomo · spen@fudfomo.co*

### **Mary Jackson**

*University of the West of England · lousese@louese.com*