

JAMES PERRY

Content Manager · Digital Marketer · AI Content Strategist

+44 7838 031783 · jamesrichperry@gmail.com · jamesrperry.co · [LinkedIn](#)

PROFILE

Dynamic content marketer and video editor with 10+ years of experience driving brand growth through strategic storytelling. Currently freelancing for brands 'building something worth noticing,' providing smart content marketing and AI-powered automations that increase output and reduce costs. Constantly learning and applying new tools to maximise efficiency and effectiveness. Specialises in short and long-form video, social media strategy, and end-to-end content production, with a proven track record of scaling audiences, generating millions of views, and delivering measurable commercial impact. A qualified and practicing yoga teacher, bringing a genuine lived connection to wellness and purpose-driven brands.

WORK HISTORY

Self-Employed (Freelance)

Content Manager & Digital Marketer

Aug 2022 – Present

- Working with mission-led brands and creators, leading YouTube wellness channels, and other purpose-driven companies.
- Create and manage video and digital content for clients across tech, sustainability, wellness, real estate, and AI.
- Produce short and long-form video content for social platforms and marketing campaigns.
- Leverage AI tools (Claude, Jasper, Veo, Higgsfield, Canva) to streamline production and increase output efficiency.
- Use AI to automate workflows and repetitive tasks, passing efficiency gains directly to clients as faster turnaround and lower cost.
- Manage end-to-end content process: ideation, production, editing, and publishing.
- **Scaled client social media audiences by up to 10x.**
- **Reduce 10 hours time per week spent on tasks through automation.**
- **Videos achieved 1M+ views with high engagement across platforms.**

Skyports

Flight Operations Project Manager & Content Creator

Sep 2023 – Apr 2024

- Produced video, photo, and digital content for major drone and aviation projects including NHS, Royal Mail, and Equinor.
- Created marketing content showcasing complex technical operations for general and industry audiences.
- Balanced content production with project coordination across international teams.
- **Contributed to Royal Mail drone project winning an international industry award.**

Flock Cover

Content Manager & Business Development Executive

Aug 2020 – Aug 2022

- Led all content creation for a Series B SaaS company in the drone and mobility space.
- Created and hosted 'Flock Fridays' video and podcast series, interviewing 50+ industry leaders.
- Led small teams of creators to deliver content campaigns and client projects.
- **Helped secure a £300,000+ client contract through content-led business development.**
- **Grew LinkedIn audience from 1,000 to 10,000 in 18 months. Generated 1M+ video views.**

ITV & Curriculum Visions (Contract)

Content Producer

Jul 2018 – Aug 2020

- Produced and edited video content for media, real estate, and education clients including ITV.
- Delivered branded video campaigns, promotional content, and educational media to brief.
- Managed production schedules and client relationships across concurrent projects.

KEY SKILLS

- Video Editing: DaVinci Resolve, Adobe Suite, Final Cut Pro
- AI Tools: Claude, Jasper, Veo, Canva, Higgsfield
- Digital Marketing: Google Ads, SEO, Social Media
- Website Building: Wix, WordPress, Squarespace
- Content Creation: Written, Video, Photo, Podcasts
- Social Media Growth: LinkedIn, Instagram, YouTube
- Email Marketing: HubSpot, Mailchimp
- Prompt Engineering and AI Workflow Design
- Analytics and Reporting: Google Analytics, Meta Business Suite

EDUCATION

University of Birmingham

International Business BSc, 2:1 (Hons)

London Film Academy

Cinematography Certificate

Reading Blue Coat School

Economics (A), Psychology (A), Geography (A)