



CONTACT

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- Barnsley | Open to London hybrid

EDUCATION

2021 - 2024

YORK ST. JOHN UNIVERSITY

- BSc (Hons) Digital Marketing & Data Analytics (2:1)

2017 - 2019

BARNSELY COLLEGE

- L3 BTEC in Film & TV
- D, D, Merit.

OTHER

Upskillist, 2021 (formerly Shaw Academy)

- Introduction to Digital Marketing Certification

Skillshop, 2026

- Google Ads Search Professional Certification
- Get Started using Google Analytics
- Manage GA4 Data and Learn to Read Reports

CORE SKILLS

- Integrated campaign strategy
- Marketing communications
- Content strategy and copywriting
- Social media and paid campaigns
- Event and experiential marketing
- SEO, website and analytics
- CRM and email automation
- Budget management and ROI
- Stakeholder and supplier management

TOOLS

- GA4
- Google Ads
- LinkedIn Campaign Manager
- WordPress
- Canva
- Adobe Creative Suite
- Microsoft 365
- Google Workspace
- Trello

JAMES MOUNT

MARKETING COMMUNICATIONS & CAMPAIGNS LEAD

PROFILE

Commercially minded Marketing Communications & Campaigns Lead with 4+ years' experience turning complex propositions into clear, measurable multi-channel campaigns. Proven results include £70,000-£80,000 in marketing-influenced revenue, 1,186% year-on-year website growth and a £165,000 sale from £500 advertising spend. Combines content, digital, events and analytics with hands-on delivery. Ready to bring that blend of commercial thinking and creativity to a London-based hybrid role in sport, entertainment, gaming or media.

EXPERIENCE

Natural Cement

June 2024 - Current

Marketing & Communications Lead (promoted from Marketing Coordinator)

- Led a content-led website strategy, increasing sessions by **1,186% YoY** and page views by **376% YoY**. Contact page sessions increased by **131%**, training pages by **75%** and direct traffic by **31% YoY**.
- Managed a **£30,000 event** marketing programme across **20+ UK and international** industry events, including British Water, BHA, BDS, RIN and the National Construction Summit Ireland, generating qualified sales opportunities and contributing approximately **£70,000-£80,000** in marketing-influenced revenue.
- Secured technical editorial coverage across national and international construction, cement and water-sector publications, reaching **6,000+** specialist industry readers and strengthening Natural Cement's credibility with key decision-makers.
- Delivered **20+** technical training sessions to **120-160** industry professionals, with **30 CPDs/webinars booked** year-to-date across key infrastructure stakeholders.
- Generated **100+ registrations** for a record-performing technical webinar campaign, strengthening Natural Cement's authority with contractors, consultants and specifiers.
- Led a marketing spend review covering **£21.5k** in recorded activity, identifying £10.4k of low-yield spend and building a **£25k** 2026/27 budget recommendation focused on targeted sector events, Google Ads, LinkedIn Ads and measurable ROI.

A Watkinson Ltd.

January 2023 - June 2024

Sales & Marketing Executive

- Regular upselling when personally handling sales.
- Constantly excelling targets and KPIs.
- Generation of Social Media materials detailing new inventory, ensuring notable ROI.

Coastline Leisure

2022 - 2023

Marketing Assistant

- Generated a **£165,000** sale from the company's first paid advertising campaign, delivering **33,000%** ROI from **£500** spend.
- Established the company's SEO foundations and delivered organic social campaigns to increase visibility, engagement and website traffic.

Bob's Business

2021 - 2022

Marketing Assistant

- Built a **zero-cost** automated email campaign that generated **£8,000+** in revenue and established a repeatable lead-generation channel.
- Maintained CRM records, developed customer profiles and researched competitors to improve campaign targeting.

Hobbies & Interests

- Rugby league and union
- Media
- Travel

My Portfolio



Reference available upon request.