James Morley

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Student number- 200727571

##### Qualifications, Education & Training

**University of Leeds –** September 2012- 2016

**California State, Monterey Bay (**August 2014- December 2014, **Semester 1)**

**BA Communications & Media -** year 1 **– 2.1,** year 2 **– 2.1,** year 3 **– 2.1,** year 4 **– predicted 1**

**Example modules;**

- Public Relations, Media Policy, Media Theory, Digital Cultures, Photography, History of Communications, Internet Policy, Mobile Media, Creative Work in the Cultural Industries.

**The McAuley Catholic High School 6th Form** (September 2009- May 2011)

**A Level** – Psychology **(A)**, Philosophy & Ethics **(A)**, General Studies **(A),** Geography **(B)**

**The McAuley Catholic High School** (September 2005- May 2009)

**GSCE’s –** 10 GCSEs (**A\*-B)**

**NVQ Level 2** – French Business **(Distinction)**

**Young Enterprise –** Nationally recognized business qualification **(Distinction)**

**Employment History/work experience**

**Promotional Work** (April 2014- present) – positions- (Event Manager, Team Leader, Brand Ambassador, Sampler, Sales, Model, Costume work, Demo Rep, Mystery Shopper) I have been highly adaptable in the promotional industries working varied roles carrying high levels of responsibility. I have promoted for brands such as ‘Sky’, ‘Smirnoff’, ‘STA Travel’, ‘Moss Brothers’, each of which required intuitive behavior, working both within teams and alone, as well as producing and submitting reliable and accurate data in follow up reports. The multidimensional nature of the promotional industry requires flexibility and fluidity to the campaign in question, since each campaign can be highly different from the last. Successful completion of a campaign can only be achieved through thorough understanding of the campaign aims and objectives, along with a professional and consumer focused attitude. Most recently, I have been successful in leading teams of 4 in promoting new mobile applications to a student market and have been selected to oversee a nationwide campaign with Gregg the bakers for all activity within Yorkshire. Please view my website for a more complete list of campaigns I have worked on. jamesmorley.weebley.com

**Television Extra** (March 2014) – I was fortunate enough to work with AMC (Producers of ‘Breaking bad’, ‘Mad Men’) on their latest Television production (Knifeman) serving as a Supporting Artiste. The role gave a great deal of insight into the inner workings of a production set. I was given a number of scenes to act in which meant following instructions and maintaining a persona.

**BBC Sports Personality of the Year Awards** (Dec 13) – Position –Temporary Runner- worked in a time intensive environment under the supervision of senior members of BBC staff in the run up towards the live broadcast of the show.

**Cineworld Cinemas** (Dec 11- Mar 12) – Position: Multifunctional Staff Member- ticket sales, screen maintenance, concessions, administration, cash handling, completing stock reports, taking deliveries etc.

**AMEFA** (Kitchenware store), (Aug 11- Sep 11) – Position: Sales Assistant – Working in this role involved thorough product knowledge, till operation, cash handling, excellent customer service, door greetings, stock rotation, accounting for deliveries, cashing up, working towards sales targets for particular products. Promoting new stock, merchandising and approaching members of the public.

**Townhouse Wine bar and Bistro** (Feb 11 – July 11) – Position: Head Barman, waiter – Acting as the solo barman for an upmarket wine bar/restaurant. This involved serving beverages with an emphasis on fine wines and champagnes. Cash handling, taking meal orders/waiting tables, stock reports, bar maintenance etc.

##### AWARDS AND ACHIEVEMENTS

**Staff Journalist** (Aug- Dec 2014) having studied in the United States for the semester, I acted as a freelance staff journalist for the campus newspaper, the Otter Realm. In this role, my responsibilities meant producing timely and relevant news, opinion and arts content to a professional level. I put journalistic theory into practice by writing engaging stories as well as having an input into the creative design of the newspaper and circulation distribution. To see some my work, please take a look at [jamesmorley.weebley.com](http://jamesmorley.weebley.com)

**School of Communications and Media Student Representative**- I served as the student representative under the school of Communications and Media. This involved attending bimonthly meetings with faculty members to discuss ways in which to enhance the student experience both within the institute and in the University. Discussing academic issues on behalf of students called for clear and concise presentational skills, as well as possessing the confidence to successfully translate student concerns to those with the power to facilitate change.

**Communications and Media Society Secretary** – This was a great and challenging role since it meant holding a number of rewarding responsibilities including; maintaining the social aspects of the society (organizing activities – socials, Easter Ball, media related trips, booking and liaising with guest speakers etc.) Other roles included submitting risk assessments, managing all minutes of the group and generally coming up with innovative and exciting opportunities for others to enjoy.

**Leeds Student Radio**- Ran my own weekly home time radio show- I gained hands experience behind the decks of Leeds’ own student operated radio station. My time on the show was brilliant and I am proud to say I have gained a great deal of invaluable experience and interest in the production side of radio.

**Peer Mentor**- I mentor a group of year 1 students, acting as a point of contact for any issues they might have, giving advice on exams, essays and finding future accommodation.

**Jailbreak (Team Leader)** – I successfully coordinated a charity hitchhiking event known as Jailbreak. The event essentially sees students hitchhiking penniless for charity. For me personally, it meant overseeing the entire operation to ensuring the safety and wellbeing of all 100 participants was intact, as well all marketing, promotion, financial, sponsorship and online aspects of the event were carried in the highest and most organized manner possible.

**Media Involvement**- I have appeared on a number of TV programs including ‘BBC Free Speech’ acting as a contributing audience member in debate. I have also marshalled at the final Harry Potter movie premiere (Trafalgar Square).

**Scuba Schools International** – Open Water Diver Qualification.

**Other skills and interests**;

* Competency in all Microsoft packages
* Thorough knowledge of social media platforms; Facebook, Twitter, Linked In, Pin it, Stumble Upon, Instagram etc.
* Member of ‘Snowriders’ (Skiing society), ‘PhotoSoc’ (Photography Society), ‘Tennis Soc’, ‘Leeds RAG Fashion show’ (Modelling).
* Traveller at heart -I have been fortunate enough to explore many realms of the earth, with trips to Thailand, Cambodia, much of Europe, USA and the Caribbean, visiting many major cities and adventures out in the wild!
* Men’s fashion.

##### Voluntary and Extra Curriculum

**TEDx** (January 2016) – Served as a Curator on the TEDx team of coordinators that involved sourcing guest speakers for the event. This required research, liaising and appropriately selecting suitable candidates. Additionally, along with the Managing Director, I helped to oversee the running of the event itself on the night which meant I ensured speakers were fully prepped and rehearsed for the event, welcoming guests, communicating with sound and lighting teams, catering crew and venue management. The role was highly rewarding and massive success. Please see the University of Leeds TEDx YouTube page for more information.

**Tickhill Lions Santa Float fundraising**- I annually take part in a Santa Sleigh Float which raises money for global charity ‘Lions’. This involves visiting neighborhood boroughs shaking buckets and money raised goes to beneficial local causes such as food hampers for the less privileged.

**Lourdes Pilgrimage** – I took part in a pilgrimage to Lourdes (France) as a team member, helping to mobilize elderly citizens and individuals with poor health around the complex in the hope of providing them with a memorable and fulfilling experience.

**Jubilee Wood Project-** Helping to maintain and uphold the natural beauty of my local village by planting trees to make woodland for future generations to enjoy. As a team we spent countless weekends ensuring trees were vast in number and correctly put in.

**\*References on request\***