James Gill

Content | Marketing | Strategy | Team leadership

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Profile

I'm a senior content, marketing and editorial leader with 25 years' experience across digital marketing agencies, media, publishing and the third sector. I've built happy, effective teams, developed strategies, trained people, won and grown client work and created everything from magazines and podcasts to thought leadership and digital campaigns.

I'm a leader, but I've always liked to stay close to the work – writing, editing and shaping content and campaigns across websites, SEO, social and email, and ultimately making things.

I combine strong creative and commercial judgement with strategic thinking and proactive team leadership. I enjoy building client relationships and developing people, and in 2025 became a Level 3 AET-qualified adult educator.

More recently, I've become interested in how AI and better processes can remove unnecessary work and improve quality and efficiency. I like ideas and technology, but I'm most energised by people: helping them solve problems, build confidence and get more from their abilities.

Key expertise

Content strategy, planning and delivery • Marketing strategy • Team leadership and development • Client relationships and growth • AI adoption and productivity • Training • Thought leadership • New business • SEO, UX and digital marketing.

Professional experience

Head of Strategy – Dialogue

November 2025 – present

Brought together strategy, content, AI, people development and process improvement to help the agency work smarter and create better work.

- Led strategic research and thought leadership across luxury travel, hospitality, automotive and private aviation, supporting clients, new business and agency positioning.
- Provided senior editorial and content support across client and agency work, helping relieve pressure on overstretched teams and reduce freelance requirements.
- Helped the Editorial team adopt generative AI through one-to-one support and practical training.
- Improved inefficient workflows, cutting a recurring quoting task from around 20 minutes to three and an InDesign production task from around 90 minutes to five.
- Developed internal planning tools/apps including a flatplanning project offering potential annual software savings of around £5,000.
- Mentored colleagues and contributed to new-business strategy, service development and agency propositions.

Content Marketing Director – Selesti

January 2023 – November 2025

Senior content marketing role spanning client strategy, integrated campaigns, account development, new business and team mentoring.

- Led the agency's content marketing services, developing integrated strategies across websites, SEO, email, podcasts and thought leadership.
- Worked directly with clients to translate business and marketing objectives into content strategy and delivery.
- Supported client relationships, new business, internal mentoring and skills development.
- Clients included King Edward VII's Hospital, Robot Mascot, Oliver White, Learning Resources and British Assessment Bureau.

Digital Marketing Manager – National Centre for Writing
April 2022 – January 2023

- Led marketing for NCW Academy's online courses and workshops.
- Managed activity spanning brand and content strategy, website content, SEO, Google Ads, video, email, podcast production and third-party partnerships.
- Combined hands-on delivery with campaign planning, audience development and performance analysis.

Head of Content – OneAgency
May 2021 – April 2022

- Led the Content team and brought web, social, PR and email together into more joined-up, strategic client programmes.
- Managed and developed the Content Team while building client relationships, delivery, retainer growth and new-business pitches.
- Clients included Kawasaki Engines, Zip Water, Lyreco and Reesink/Toro.

Head of Content Marketing – Further/Gravity Global
September 2016 – May 2021

- Built the agency's content marketing function, recruiting a six-person multidisciplinary team and expanding its services across editorial, design, animation, podcasting, social media and SEO.
- Led content and social strategy, creative concepts and integrated campaigns for major B2B and consumer brands.
- Managed and developed team members through regular one-to-ones, appraisals, mentoring and training.
- Worked with agency leadership on new business and retainer growth.
- Supported company directors through acquisition, the COVID-19 pandemic and the transition to remote working.
- Clients included Aetna International, GE Aviation, Santander subsidiaries, Embraer, Avast/AVG, The Cotswold Company and The Broads Authority.

Editor – Archant Dialogue
March 2012 – September 2016

- Editor and team manager responsible for editorial strategy, commissioning, writing, editing, art direction and multi-channel publishing.
- Clients included Harley-Davidson, Porsche Club GB, Rolls-Royce and Air Charter Service.

Editor-at-Large – *Metal Hammer* magazine
2005 – 2012

- Senior editorial role across print, web, podcasting, video, social media and live/event activity.
- Commissioned, edited and wrote editorial content while developing digital channels, partnerships and new formats including podcasts and web TV.
- Managed projects, trained junior staff and worked across commercial partnerships, TV, radio and major events including the Golden Gods Awards.

Earlier editorial experience
Earlier editor and freelance roles included Clickmusic, CMU Daily, B4Beats, NUS Online, *Classic Rock*, *Total Guitar*, *T3* and Channel 4's IdeasFactory.

Leadership, training & development

- 15+ years' experience recruiting, managing and mentoring teams
- Level 3 Award in Education and Training (AET), 2025; Jarrold Leadership & Management, 2017; Archant Leadership Programme, 2015; Future Publishing's Step up to Management course, 2011
- Public speaking for organisations including the Chartered Institute of Marketing, Norfolk Chambers of Commerce and Norwich Marketing Meetup

Tools & tech
Content and creative: Adobe InDesign, Photoshop, Adobe Firefly, WordPress, Duda, HubSpot CMS
Search and digital marketing: Ahrefs, SEMrush, various social planners.
Planning and collaboration: Productive, Asana, Microsoft 365 and Google Workspace.
AI and productivity: ChatGPT, Claude, Copilot, Codex; generative AI workflows, AI-assisted/no-code prototyping, workflow improvement and automation.

Education
BA (Hons) English Language – University of Sussex, 2001

Independent publishing
I love writing and making things. Alongside my day job, I've self-published three science-fiction books and co-founded Hammerforge Chronicles, a small gamebook venture that has found an international audience through crowdfunding, events and direct sales. It keeps me close to the whole creative process – from writing and editing to publishing, retail, product development and meeting readers.