

James Jones

Research Executive

Education

MSc Consumer Psychology with Business (Distinction)
Bangor University
2017-2018

Level 6 Marketing Manager Qualification
The Professional Academy
2019-2021

BSc Psychology
Bangor University
2013-2016

Skills

Qualitative Research

Quantitative Research


Marketing Strategy


Project Management

Public Speaking

Interviewing

Contact

 07803587542

 Jamesjonespsych@gmail.com

 Liverpool

Work Experience

Research Executive 2021-2023
Hitch Marketing

Hitch Marketing is a Social Marketing Agency which means that we develop strategies and create marketing campaigns focused on solving social issues. In my role as a Research Executive, I am responsible for conducting primary and secondary research, utilising quantitative and qualitative methods, to gather insight and generate recommendations to solve various 'wicked problems' that disproportionately affect the most vulnerable people in society.

I have worked on a wide range of projects including:

- Child criminal and sexual exploitation in Greater Manchester
- Violence against women and girls in Leicestershire
- Gender Based Violence in Surrey
- How to increase PrEP uptake amongst female sex workers in England

Behavioural Insight and Social Marketing Apprentice 2019-2021

Liverpool Public Health

My responsibilities included planning, conducting and analysing insight to inform the development of public health strategy and campaigns, before and during the Covid-19 pandemic. During my apprenticeship at Liverpool Public Health I studied a Level 6 Marketing Manager qualification.

Consumer Psychology Consultant 2018-2019
Hungry Dragon

A student run start-up that saved fruits and vegetables that otherwise would have gone to waste and turned them into delicious jams, chutneys and sauces. Voted "Most Innovative Project" at Bangor University Christmas Market 2018.