



LOZ JAMES

CONTENT MARKETER, SEO & PODCASTER

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PROFILE

Starting his career as a freelance broadcast journalist for BBC local radio, Loz has now gained over 18 years' experience in content marketing, SEO, copywriting and podcasting.

EDUCATION

Loz graduated from The University of Birmingham with a 2:1 (Hons) in English and Art History, has a Postgraduate Diploma in Broadcast Journalism (NCTJ) from The University of Central England, and also holds an MA in Screenwriting from The Screen Academy Scotland at Edinburgh Napier University. The first film he scripted was purchased by HBO Europe.



SKILLS & EXPERIENCE

Over the years, Loz has worked with hundreds of small firms, agencies and blue chip clients, including B&Q, ABN AMRO, Harrods, HM Revenue & Customs and Prudential - so he has a good understanding of what works and what doesn't in digital marketing.

In 2008 he took his first company, 'The Copy Box', to a profitable six figure annual revenue - before going on to start Content Champion - which helps business owners and in-house teams master sustainable content marketing and SEO techniques.

In 2016, Loz started a second business running ecommerce stores, and used the SEO and content marketing techniques he teaches at Content Champion (and uses with clients), to grow the first of the sites in his portfolio to over £100,000 of revenue in just 18 months.

A professional podcaster - Loz has also interviewed dozens of the world's top SEO's and content marketers on his regular show, The Content Champion Podcast - which is one of the most popular of its kind on UK iTunes.

Each episode helps you learn the latest SEO and content marketing strategies based on Loz's own extensive experience - and that of his high profile guests.



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