

JAMES GUTHRIE

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SUMMARY

A results-driven account manager with a proven ability to drive revenue growth, manage high-value accounts, and turn data insights into actionable strategies. Skilled at building strong customer relationships, experienced in navigating complex business environments and passionate about new technologies.

KEY SKILLS

- ❖ Strong understanding of cloud technologies (AWS Cloud Practitioner Certified)
- ❖ Relationship building and stakeholder management
- ❖ Negotiation and revenue generation
- ❖ Strategic planning and implementation
- ❖ Cross-functional collaboration and project leadership
- ❖ Data analytics and performance optimization
- ❖ Consultative selling and customer management

WORK EXPERIENCE

Amazon, London

09/2021 – Present

Senior Brand Specialist

12/2023 – Present

- EU lead Account Manager for Microsoft, driving sales performance and optimizing revenue streams across a 9-figure account, owning the execution of consultative sales services across PC, Software, and Video Game product lines.
- Leading negotiations for high-impact sales events such as Prime Day, securing promotional funding and leveraging marketing strategies to generate \$millions in incremental revenue.
- Analysing data to uncover sales opportunities, such as leading product-to-product relational 'basket' analyses, unlocking \$thousands in incremental revenue from upselling and bundling discounted virtual bundles to customers.
- Driving process improvements to generate consumer demand across EU stores, including the rollout of a payment automation system across 5MM+ products, demonstrating technical acumen and problem-solving skills.

Senior Financial Analyst

09/2021 – 12/2023

- Key finance partner for Video Games, DVD and Music product lines, developing financial models and analyses to influence strategic business decisions through data-driven insights.
- Owned and led the financial reporting for 'OP1' planning, working closely with senior leadership to present an optimistic \$multi-billion growth strategy to the Product Family Vice President.
- Delivered cost-saving initiatives, mitigating losses from theft and liquidations, developing analyses and models to identify more than \$1 million in savings.
- A leader of the Amazon Finance Scheme, spearheading the onboarding and training programs for 40+ graduate and intern hires, demonstrating leadership and mentorship capabilities.

The Walt Disney Company, London

06/2019 - 06/2020

Programming Intern

- Designed and executed regional TV programming strategies for Disney Channel in Eastern Europe, optimizing viewership for over two million customers.
- Developed data-driven content strategies using research reports, enhancing audience engagement and retention.
- Collaborated closely with marketing teams to plan promotional strategies and identify communication pathways with customers, strengthening stakeholder management skills.

Loughborough University, Loughborough

09/2018 - 06/2019

Swimming Teacher

- Delivered engaging lessons to diverse age groups, demonstrating strong communication skills and a deep understanding of individual client needs.

EDUCATION

Loughborough University

10/2017 - 07/2021

BSc (Hons) International Business – First Class Degree

CERTIFICATIONS & TECHNICAL SKILLS

- AWS Certified Cloud Practitioner (score: 881/1000)
- AWS Solutions Architect Associate (in progress, ETA: July 2025)
- SQL & Microsoft Excel (Advanced)
- Financial planning & data analysis
- Basic proficiency in Spanish (currently undertaking regular lessons)
- Full, clean driving license.

ADDITIONAL EXPERIENCE & INTERESTS

- Awarded the Shepherd Neame Prize for Excellence in Economics (2018).
- Successfully completed a technical ascent of Island Peak (6,180m) in the Everest region (2024).
- Ran the 2023 London Marathon, raising £2,000+ for Anthony Nolan Charity.