

# James Yexley

## BA Hons Esports



### What did you like most about studying esports at degree level?

The fact that I was finally getting recognition for my passion of competitive gaming and given the stepping stones to turn that into work.

### How has your degree contributed to your personal growth?

My degree course helped me learn how to interact with a wide range of people and gave me the self-discipline to pursue a high pass grade.

### How do you think your degree in esports helped get you where you are now?

Having a degree in esports enabled me to join Williams on a fixed-term basis for 12 months producing their esports live streams which kick-started my career in a very desirable industry that values esports.

### What top 5 skills did you gain from your degree?

-  Broadcast production
-  Sim racing experience
-  Event management
-  Sports journalism
-  Performance coaching

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My esports degree enabled me to get a job straight out of university with the Williams F1 team.”

### Can you share success stories or significant achievements during your course or your current role?

During university I ran my own esports team where I was responsible for all company admin, finances and branding, as well as content creation and keeping social channels innovative and competitive. It gave me the opportunity to lead on business strategy, work with investors and manage consultants, coaches and players.

Since joining Williams I've delivered over 250 live broadcasts, and I smashed every metric in my first week with the Virtual Imola Charity GP featuring Alex Albon.

I've managed the production of multiple in-person events, live-directing crews of 15+ people, operated the main camera for the Carlos Sainz announcement in 2024 and been entrusted with public-facing competitions in the Williams Fan Zones.

Beyond production I have helped design the look of the channel and played a key role in shaping our brand identity, assisting in the rebrand from Esports to Sim Racing. I have tripled the Williams Twitch following and have seen more growth across all accounts than any other sim racing team in 2024. I continue to enjoy managing all sim racing broadcasts. ►



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## What aspects of your current role do you enjoy the most?

I enjoy learning how to optimise short-form content every day to generate new fans and to grow the brand. I also love attending events, filming with the public, and capturing cool experiences as my job!

## What advice would you give to someone considering a degree in esports?

Take the opportunity, if you are not sure what aspect of the industry you want to work in, it will give you a unique set of skills that would usually be split into separate courses. This course takes all the traditional sports courses, mashes them into one and tailors it for esports.

## What are your ambitions for the future?

I would like to transition to wider social media coverage for the team. ■

## Progression pathway

- ↓ BA Hons Degree in Esports at University of Chichester
- ↓ Esports Broadcast Producer at Williams F1
- ↓ Esports Social Media Executive at Williams F1