James Wall

PHOTOGRAPHY / UGC / FILMMAKING

Runner. Filmmaker. Dad.
Cinematic stories about chasing big goals while living real life.

Real stories. Thoughtfully told.

THE PERSON BEHIND THE CAMERA

I'm a runner, photographer and filmmaker from Kent, balancing a full-time job, family life and training for a mountain ultra. My content is about the early alarms, difficult sessions and small wins that make the journey worth sharing.

WHAT I CREATE

Photography - running, fitness, lifestyle, outdoors and travel.
UGC & brand campaigns - natural product-in-use content.
Filmmaking - cinematic short-form films, vertical reels, voiceover and editing.

THE ROAD TO ERYRI
Training for the Eryri 100K

108 km / 5,800 m ascent / May 2027

Audience & performance.

Instagram / reporting to 3 Nov 2026

1,302	77K	54K	10K
Followers	**Reel views**	**Viewers**	**Reel views**
As of reporting date	Last 90 days	Last 90 days	Last 30 days

70.1%	66.3%	75.4% / 24.6%
UK audience	Aged 25-44	Men / women

90-DAY ACTIVITY

2.9K likes / 273 comments / 160 reposts / 106 shares / 170 saves / 62 reels

Source: Instagram Edits insights. Follower demographics: 90-day export.

90 days: 5 Aug - 3 Nov 2026 | 30 days: 4 Oct - 3 Nov 2026

Viewers and views are distinct metrics.

COLLABORATIONS

Sponsored Road to Eryri storytelling
Paid UGC and social-first product films
Photography, reels and event coverage
Creative assets for brand-owned channels

A STORY BRANDS CAN BE PART OF

Running gear, nutrition, outdoor equipment, recovery, fitness and travel - shown through actual training, thoughtful visuals and honest storytelling.

Let's make something good.

contact@jameswallphoto.co.uk

Instagram: @james.wall4

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