



# SAM CROW

## MARKETING & COMMUNICATIONS PROFESSIONAL

### EXPERIENCE

#### November 2021 - Present

##### Global Digital Marketing Manager | Wellspect Healthcare

- Setting global digital marketing strategy across paid, owned & earned media.
- Training, coordinating, and supporting digital marketers across the globe.
- Ensuring that digital communications are aligned with commercial objectives.
- Using data to continually optimize messaging and strategy across all channels.
- Heavy involvement with CMS, marketing automation and CRM systems.

#### September 2019 – November 2021

##### Digital Marketing Manager (UK) | Wellspect HealthCare

- Managed the digital editorial and campaign calendar for the UK.
- Produced blogs, social media, email marketing and website content.
- Delivered webinars for both healthcare professionals and patients.
- Monitored and reported on content and campaign performance.
- Collaborated with the nursing, sales, and customer service teams to ensure that leads are effectively followed up.

#### August 2018 – August 2019

##### Brand Manager | Select Home Delivery Service | Wellspect Healthcare

- Oversaw a rebrand of Select Home Delivery Service.
- Produced both digital and print materials to promote Select, including a quarterly 20-page magazine.
- Collaborated with the nursing, sales, and customer service teams to ensure consistency of messaging across all touch points.

#### August 2016 – August 2018

##### Account Manager | Liquorice

- Managed a roster of clients from several sectors including health and beauty, professional services, and sport. Delivering their brief on time and on budget.
- Collaborating with a team of in-house copywriters, designers, web developers, in addition to external suppliers such as printers, photographers, videographers and freelancers.

#### November 2014 – August 2016

##### Marketing & Comms Coordinator | Vanguard Healthcare Solutions

- Produced a range of written content to promote Vanguard on and offline, including blogs, editorial, advertorial, case studies and social media content.
- Content managing the Vanguard website and social media channels.
- Coordinated and supported events and conferences.

### CONTACT

@ sjecrow@gmail.com

07748 229 805

www.sam-crow.co.uk



Cheltenham, UK



### Skills

- Copywriting
- Content Marketing
- Email Marketing
- Web Management
- CRM Management
- SEO
- Digital Advertising
- Reporting & Analytics
- Basic Web Design (HTML, CSS & JavaScript literate)

## System Proficiency

- Adobe Suite (Indesign, Illustrator, Photoshop)
- Hubspot (Marketing and CRM)
- Salesforce (Sales Cloud, Experience Cloud, Marketing Cloud)
- CMS (Optimizely, Wordpress, Sitecore & Umbraco)
- Mailchimp
- SurveyMonkey
- Microsoft Suite

## Hobbies

- Running & Fitness
- Boulderling
- Photography
- Live Music
- Record Collecting

## EDUCATION

### 2012-2013

MA History | Masters Degree with Merit | The University of Bristol

### 2009-2012

BA History | 2<sup>nd</sup> Class – Division 1 (2:1) | The University of Reading

### 2007-2009

3 A-Levels | History, English & Product Design (B,B,C) | Balcarras 6<sup>th</sup> Form, Cheltenham

### 2002-2007

10 GCSE's A-C | Balcarras School, Cheltenham

## PROFESSIONAL CERTIFICATIONS

The Complete 2021 Web Development Bootcamp | Udemy

Become an SEO Expert | LinkedIn Learning

Google Analytics 4 (GA4) Essential Training (2021) | LinkedIn Learning

Google Ads Essential Training | LinkedIn Learning

Growth Marketing Mini Degree | CXL ( Ongoing)