



SAM CROW

DIGITAL & GROWTH MARKETER

EXPERIENCE

November 2021 - Present

Global Digital Marketing Manager | Wellspect Healthcare

- Setting global digital marketing strategy across paid, owned & earned media.
- Developing search and social campaigns and associated landing pages.
- Training, coordinating, and supporting digital marketers across the globe.
- Campaign planning and execution for markets without local resources.
- Building and monitoring cross-platform analytics dashboards.
- Using data to continually optimize campaigns and landing pages.
- 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.
- Planning, execution and optimization of digital advertising campaigns.
- Produced blogs, social, email and other search optimized web content.
- Designed and relaunched the Select Home Delivery site.
- 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.
- Monitoring and reporting on digital campaign performance for clients.
- 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

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Cheltenham, UK



Skills

- Digital Advertising (Search, Social & Display)
- Reporting & Analytics (GA4, Tag Manager, Looker Studio)
- Basic Web Design (HTML, CSS & JavaScript literate)
- Web Management
- Email Marketing
- CRM Management
- Copywriting
- Content Marketing
- SEO

System Proficiency

- CMS (Optimizely, Wordpress, Sitecore & Umbraco)
- Google Marketing & Analytics (GA4, Tag Manager, Search Console, Ads & Looker Studio)
- Meta Business Suite
- SEMRush
- Salesforce (Sales Cloud, Experience Cloud, Marketing Cloud, Service Cloud)
- Hubspot (Marketing and CRM)
- Mailchimp
- SurveyMonkey
- Adobe Suite (Indesign, Illustrator, Photoshop)
- Microsoft Suite

Hobbies

- Running & Fitness
- Climbing
- Brazilian Jiu Jitsu
- Photography
- Live Music

EDUCATION

2012-2013

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

2009-2012

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

2007-2009

3 A-Levels | History, English & Product Design (B,B,C) | Balcarras 6th 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)