



Sam Crow

55 Medoc Close, Cheltenham, Gloucestershire, GL50 4SP

Phone: 07748229805 E-Mail: sjecrow@gmail.com

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- Driven, dynamic and passionate Digital Marketing and Communications professional
 - Career-long experience in the Healthcare sector
 - Excellent verbal and written communication skills
 - Analytical and creative
 - Happy to work independently and remotely
 - Experience in both agency and client-side roles
 - Currently learning web development

Employment

Digital Marketing Manager – Wellspect (September 2019 – Present)

- As Digital Marketing Manager, I have been solely responsible for developing and delivering the digital marketing strategy for Wellspect in the UK as well as supporting colleagues in our Swedish head office.
- Development of digital content including blogs, e-books and other guides to fuel our inbound marketing strategy, driving traffic to the site and converting readers to leads.
- Daily management of two websites: Wellspect.co.uk and Selecthomedelivery.co.uk each of which operates on a separate CMS system.
- Social media management of the Wellspect Facebook, Twitter and YouTube accounts, including post creation, scheduling and management of direct messages.
- Development and delivery of social media advertising campaigns, with recent campaigns setting a record high for both site traffic and conversions
- Writing and designing marketing emails, both outbound emails to support campaigns and lead nurturing as part of the inbound methodology.
- Selection and management of third-party digital advertising partners, delivering a combination of sponsored content, email marketing and display advertising
- Production of a monthly digital marketing and communications report, combining all website, social and other digital activity to spot trends and make recommendations for the wider business. As well as mini reports for campaigns or product launches.
- In addition to my digital marketing responsibilities, I also continue to manage the Select Home Delivery Brand

Brand Manager (Select Home Delivery Service) – Wellspect (August 2018 – September 2019)

- As Select Brand Manager I was responsible for promoting our home delivery brand to both healthcare professionals and product users. Equally the retention of existing customers was an essential driver in this role.
- While the global Wellspect brand had undergone a major rebrand prior to the time I joined the business, Select as a UK specific brand had not been included in the process. I was tasked with bringing Select in line with the new branding.
- Drafting, editing and designing a quarterly magazine for customers which aimed to foster a sense of community around the service in order to improve retention rates.
- Ensuring that Select had a voice on our digital platforms by drafting social media and blog posts. As a result, I began to take over management of the UK websites and social platforms.
- Designing other marketing collateral and sales tools used to promote Select.
- In addition to these tasks I became the defacto copywriter and designer for most locally produced marketing collateral.

Account Manager – Liquorice Marketing (August 2016 – Present)

- As an Account Manager within a small but active marketing agency, it is my responsibility to liaise with clients and help to deliver their brief – on time and on budget. My client list was made up of both B2B and B2C include heritage teething brand Ashton & Parsons, Europe's number one gluten-free brand Dr Schär and leading London planning consultancy Quod.
- Managing the creative and web development teams to ensure that my client's projects are delivered to the high standard expected of the agency
- Project managing large campaigns (online and offline), brand development or rebrand work and delivery of everything from websites to television ads, blog content and social media activity.
- Managing relationships with a host of suppliers including freelancers, printers and photographers and videographers to deliver cost effective solutions for my clients

- Acting as CMS manager for several client sites and producing a monthly analytics report to highlight trends and recommend actions.
- Focus on inbound, digital and content marketing– driving site traffic and creating leads through relevant written content, search engine optimisation and keyword strategies

Marketing and Communications Coordinator – Vanguard Healthcare (Nov. 2014 – August 2016)

- As Vanguard's only Communications professional, I replaced an external PR team and had to learn quickly to deliver the company's brand values over several mediums – designing, implementing and monitoring strategic communications campaigns both in the UK and in partnership with our agents in Europe
- Writing editorial features and press statements to position Vanguard as a thought leader in the healthcare sector – this often means by-lining pieces to senior management and board members – in doing so developing the ability to assume different writing styles
- Working alongside agents in key European markets, including Germany, Belgium, The Netherlands and Sweden to facilitate the delivery of Vanguard's marketing strategies

Education

The University of Bristol, MA History: **2012-2013**

Masters Degree with Merit

The University of Reading, BA History: **2009-2012**

2nd Class - Division One (2:1)

Balcarras 6th Form, Cheltenham **2007-2009**

3 A-Levels: B.B.C - English, History and Product Design + Extended Project in History B (330 UCAS Points)

Balcarras School, Cheltenham **2002-2007**

10 GCSE's A-C Including Mathematics, Science and English

Professional Certifications

- Google AdWords Fundamentals
- HubSpot Inbound Marketing Certification
- HubSpot Email Marketing Certification
- M1M0 - Learn to Code Certificate
- The App Brewery – Complete Web Development Course Certificate (*In Progress*)

Digital Proficiency

- Amateur web developer with experience in HTML, CSS, Javascript
- Confident with Content Management Systems including Wordpress, Umbraco and Sitecore
- Experienced in Adobe Creative Suite software, including Photoshop, InDesign, Illustrator and Premier
- Experience of inbound and email marketing with Hubspot, Mailchimp, Salesforce and custom-built HTML emails
- Experienced user of project management software such as Workflow Max, Microsoft Teams and Planner
- Keen amateur digital photographer