

Philip Crowshaw Biography

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PERSONAL SUMMARY

A highly accomplished, results driven, business consultant, coach, trainer and event speaker who is passionate about sales and marketing with a key emphasis on digital media and online strategies and tactics.

Crowshaw's key strengths lie in his ability to define, organise, communicate and implement effective online and offline focussed sales and marketing plans within budget and agreed timescales. His online areas of experience and expertise include Web Site Development, Video, Search, Mobile, Content Marketing, Social Media and E-commerce. In addition to this he has extensive knowledge of the digital industry along with its trends and technologies, as demonstrated by the demand for him to speak at business events and conferences in the UK and Europe on The Digital Media Revolution.

As an Internet entrepreneur in his own right, Crowshaw's strength as a leader also allows him to obtain buy in and engagement from small and large teams alike to achieve the identified goals and objectives.

CAREER HISTORY

SALES AND MARKETING COACH, CONSULTANT, SPEAKER AND TRAINER:

2004 - Present

Self Employed (through Experts Group and Geeky Group brands) – Manchester

Responsible for the development and management of web sites and online/offline marketing programmes for a wide range of corporate clients across the UK over a ten year period.

Providing speaking and training services in UK and Europe

Main Activity;

- Translating clients' goals and objectives into actionable and measurable digital marketing programmes.
- Delivering multichannel campaigns across e-mail, web, mobile, and social media. Identifying key areas for improvement.
- Creating, managing and editing content in web-based environments.
- Providing business growth support to business owners and senior managers.
- Defining campaign goals.
- Setting up and managing social media channels.
- Creating content marketing strategies and plans
- Driving growth through new sales and more effective business development tactics
- Making recommendations to business owners and senior management.
- Managing key external and internal partnerships.
- Developing e-commerce platforms and applications.
- Executing e-mail marketing programmes.
- Responsible for conception, build, launch and development of various online businesses

UK MANAGING DIRECTOR – January 2002 – February 2004
Go Make A Difference Consultancy and Training

CUSTOMER SERVICES DIRECTOR – September 1999 – November 2001
Caudwell Communications

SALES DIRECTOR – May 1998 – September 1999
Customer Facing Solutions

PROJECT MANAGER – May 1997 – May 1998
Merchants International

SALES DIRECTOR – April 1995 – May 1997
Careertrack International Training

HEAD OF COMMUNICATIONS – April 1990 – Nov 1994
Thomas Cook

KEY SKILLS AND COMPETENCIES

- Digital Marketing planning and implementation
- Entrepreneurial thinking and growth execution
- Problem Analysis
- Problem Solving
- Decision Making
- Creativity and Innovation
- Written and Verbal Communication
- IT and Internet
- Business Development Planning
- Leadership and Motivation
- Strategy development and implementation
- Sales and Marketing planning and implementation
- People Management
- Project Management
- Training programme design and delivery
- Financial Management
- Coaching and Mentoring
- Conference Speaking and Presenting
- Published Book Author – 'How to make your business work for you'

TESTIMONIALS

"We invited Phil in to present at one of our Business Week events. The content and delivery style of his speech on the Digital Media Revolution was exceptional culminating in excellent feedback from the attendees. I would have no hesitation in recommending Phil as a speaker for any business event"

Simon King, (Sales Director, Yorkshire Bank)

"Phil has applied his deep understanding and knowledge of marketing to bring us a clear new strategy to attract and win new business. Phil is happy to push the envelope, being the at the leading edge in digital and social marketing practice, and his confidence in what he advises and helps to implement helps to get everyone on board. A pleasure to deal with he gave us 100% at all times and what he doesn't know about sales & marketing isn't worth thinking about."

Chris Houghton (Founder Director of Freedom Logistics)

REFERENCES ON REQUEST