

Andrew Crombie

MARKETING | LONDON

07838745386

snrcrombie@gmail.com

PROFILE

An experienced, self-starting project manager well suited to analysis, strategy and client relations, I am looking for a role where no two days are the same, and where ownership and accountability are encouraged.

SKILLS

Excellent client relations skills

Strong organisation, prioritisation and time management practices

Proficient with Microsoft Office & G Suite

Experienced with Facebook Ads Manager, Google AdWords and LinkedIn Campaign Manager

Experienced with HubSpot Marketing Hub, CMS and Sales Hub

Level 3 Personal Trainer

EDUCATION

HUMAN SCIENCES BSC (HONS) • 2019 • UNIVERSITY COLLEGE LONDON

Achieved a 2.1 in a varied programme of study that included immunology, marketing, gerontology, law, film, politics and anthropology. Projects included a digital insights hub, a 6-minute film discussing mental illness, an anthropology-focused blog, and a dissertation examining the portrayal of HIV/AIDS on American television

EMPLOYMENT HISTORY

CLIENT PROJECT MANAGER • ONEGTM • JULY 2020 – PRESENT

GO-TO-MARKET EXECUTIVE • JULY 2020 – JUNE 2021

A varied role supporting the development of end-to-end GTM solutions for B2B technology and telecoms customers. This position includes supporting senior management on large enterprise accounts, as well as taking a lead role with smaller accounts and individual projects, managing creative and consulting resource, developing briefing documents, and managing client expectations.

Projects I have delivered include the complete end-to-end relaunch of a leading UK HR software brand and the development multiple videos and campaign toolkits for a global data centre provider and their partners.

Part of a two-person team delivering internal marketing efforts that brought in over half a million pounds in new revenue over 6 months, managed paid media channels and oversaw the relaunch of the company website, including ownership of the CMS.

GRADUATE PERFORMANCE MARKETING EXECUTIVE • NEST PERFORMANCE • JANUARY 2020 – MARCH 2020

A graduate scheme learning the fundamentals of paid media, including analysing Facebook Ads campaigns, performing daily optimisations and providing weekly performance reviews to clients.

Scheme was terminated at the onset of coronavirus pandemic.



SNRCROMBIE@GMAIL.COM



07838745386



ANDY_CROM



LINKEDIN

EMPLOYMENT HISTORY (CONT.)

FITNESS INSTRUCTOR/PERSONAL TRAINER • SERCO PLC • SEPTEMBER 2018 – MARCH 2020

Led inductions for new members, developed personalised training programs, led small-group classes for various experience levels, as well as one on one personal training sessions. Maintained positive relationships with a very diverse client base and supported the relaunch of the leisure centre (including expansion of the gym) with sales and advertising efforts.

STRENGTH AND CONDITIONING ASSISTANT COACH • STUDENTS UNION UCL • FEBRUARY 2018 – JUNE 2018

Developed and delivered sports-specific training programs for high performance student sport teams. Collaborated with sports researchers within UCL and from other universities, as well as delivering my own performance monitoring projects. Collaborated with teamUCL social media team to produce image and video content for Instagram and Snapchat to promote UCL-Kings Varsity Season.

SALES ASSISTANT • CEX LTD. • NOVEMBER 2017 – AUGUST 2018

Processed cash and card transactions, conducted valuations of customer items.

PHARMACY ASSISTANT • DELMERGATE LTD. • PERIODS BETWEEN JUNE 2010 – JANUARY 2017

Dispensed medication according to NHS/private prescriptions, ordered and processed delivery of stock (including controlled substances) and arranged delivery of prescriptions to housebound patients. Required regular communication with patients, GP surgeries, wholesalers, other branches and other NHS services.

REFERENCES AVAILABLE ON REQUEST



SNRCROMBIE@GMAIL.COM



07838745386



[ANDY_CROM](#)



[LINKEDIN](#)