



# STUARTCROWDER

DIGITAL, SOCIAL & CONTENT  
MARKETING EXPERT

## CONTACT

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**w:** www.socialstu.co.uk

## SOCIAL

socialstu.co.uk

@SocialStu

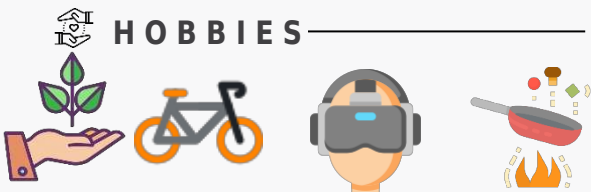
linkedin.com/stuartcrowder

instagram.com/SocialStuu

## SKILLS



## HOBBIES



**Horticulture | Cycling  
| Tech | Cooking**

## ABOUT

**I'm Stuart Crowder** (AKA Social Stu) I have over 14 years' experience leading digital, social & content production and marketing, encouraging teams & clients to accomplish award winning campaigns with industry leading results.

With a proven track record of happy clients with continual client / business growth. Responsible for pitching, winning and executing work covering strategic planning, creative & production, media & PR, sponsorship & partnerships, influencer, experiential & LIVE activation - evolving into consultancy - from best practice to content execution.

## EDUCATION

**BA(HONS) ADVERTISING AND MARKETING COMMUNICATIONS**

**University of Bedfordshire | 2004 - 2007**

**Peter Symonds College | Winchester | 2000 - 2002 | 4X A LEVELS**

**St. Christopher's Sr. School | Bahrain | 1998 - 2000 | 8X GCSE'S**

**FACEBOOK BLUEPRINT CERTIFIED - CREATIVE STRATEGY PROFESSIONAL**  
Qualification Gained | October 2019

## EXPERIENCE

**DIRECTOR / CONSULTANT / FREELANCE**

**Social Stu Ltd. | London | 2018 - Current**

I currently work as a freelance consultant on various Social Media, Digital and Content Marketing positions, as well as Creative Direction / Ideation, and Video / Content Production projects.

**2022: VCCP / Girl and Bear - Project Director (Production) LinkedIn Social Media**  
Was brought in to help setup and launch LinkedIn as a new client win for VCCP. I was lead producer and And also helped lead the team and setup the processes and ways of working.

**2021: Vayner Media - Natwest Group Social & Content Production Campaigns**

Cover for Senior Social Producer on Natwest as they were working on a new client pitch.

**Eulogy - American Express + Virgin Media Pitch**

Interim cover for new hires on the Amex account, I also helped out on a pitch and Partnership projects setup

**2020: 23red - Social Media project management - It's Everyone's Journey - brief setup,**

then launch and ongoing management of Content & Social amplification on Department for Transport's (GOV) Campaign #ItsEveryonesJourney - role brought together Social channel launch, Client, Team and project management, as well as social listening.

**2019: Haygarth - Social lead** new campaign social and content proposals for existing FMCG client, scope and pitch to Jamie Oliver's Food Tube team on social and online retail merchandise and content. Finished with the setup, and management of Live Streaming (+ At event content production, editing and broadcast) to Facebook from Beauty Decoded, a partnership between Tatler Magazine & Allergan Juvéderm.

**AMV BBDO - Social / Project Lead Producer on Mars Confectionary brand portfolio** - (including M&M's, Galaxy Chocolate, Malteser's, Twix and Wrigley's Gum 'Extra') setup and management of Social Media and Content production, teams, processes & strategy & client management, and partner agency management. I also worked to increase Social Content production capabilities in house for other clients e.g. Bacardi.


**Citigate Dewe Rogerson - Acting Head of Digital** - Cover - Client and team management, managing all digital outputs, pitch to new clients, large Social Listening report & B2B content management and creation (Internal and client work).


**2018: Consultation for Marriott Hotels UK** - Social Media and Content Strategy, professional best practice social media business training, Execution of social across the business, internal processes and strategy.


## AWARDS

### WINS AND SHORTLISTED WORK


\* Xbox - Sponsorship of Got To Dance - Sky HD - Shortlisted for Best Integrated Campaign at the Social Buzz Awards 2014 


\* The Campaign Media Awards 2018: **Gold Winner** - Best Social Strategy - Vodafone VOXI Brand Launch 


\* The CMA International Content Marketing Awards 2017 Winner - **Bronze** - Best Real-Time Activation - The Ultimate Dunk-off LIVE! 


\* The Sponsorship Awards 2017:  
**1. Gold** - Best Branded Content - Colgate Sensitive Pro Relief  
**2. Gold** - Best TV Sponsorship - Colgate Sponsorship of Britain's Next Top Model 

\* UK Content Awards 2018 - **Gold / Win** - ROI Content Campaign of the Year - c2c The Big Day Out 

\* Shortlisted - The Drum Social Buzz Awards 2018:  
 1. Best Use of Group Community: VOXI by Vodafone - launching a brand in under 10 seconds  
 2. Best Integrated Campaign: VOXI by Vodafone - launching a brand in under 10 seconds 

\* Shortlisted - Media Week Awards 2018 - Media Idea - Launch: VOXI by Vodafone Brand Launch 

\* The DMA awards 2018:  
**1. GOLD:** Best use of Social Media: VOXI: Endless Possibilities  
**2. Bronze:** Best Launch Campaign: VOXI: Endless Possibilities 

\* 2020 Campaign Experience Awards :  
**Bronze Win** - Global Brand Activation - Allergan / Juvéderm Beauty Decoded Live 

## FREELANCE

### FREELANCE DAY RATE

Day rates based upon role, responsibilities of the project & seniority.

*Please contact for day rates.*

### CONSULTANCY AND BESPOKE PROJECT COSTS

All consultancy projects and bespoke projects or services require briefs - then a proposal which outlines the scope of work, timelines & costs associated - agreed in writing prior to starting work.

*Please See Website for More Detail / Fees.*

## REFERENCES

### AVAILABLE UPON REQUEST



For live content examples, official Industry Case Studies and a portfolio of my favourite and most successful campaigns feel free to check out my website:

[socialstu.co.uk](http://socialstu.co.uk)

## EXPERIENCE

### DIGITAL ENGAGEMENT DIRECTOR - WAVEMAKER

Wavemaker (Formerly MEC) | London | 2016 - 2018 

#### 1. Leading Social Media Comms Management:

Social & Content creative, Production, execution, and brand channel management of the PLADIS brand portfolio (Jacobs Crackers, Go Ahead, McVitie's & Jaffa Cakes - Top 50 UK FMCG brands on Social Media).

Building LIVE social campaigns, 2 of which went viral: Jaffa Cakes Wedding Cake & #WC0B winner on Red Nose Day.

#### 2. Media Partnerships:

Branded social content partnerships for Colgate with ITV, Jamie Oliver's Food Tube, Britain's Next Top Model & Time Inc/London Fashion Week.

Ran social media content (production and creative) for Vodafone across headline sponsorship's - The Capital Summertime Ball, The Capital Monster Mash Up, Hideout Festival Croatia,

Growth of long-term sponsorship activities through strong partner & client relationship management. This grew Vodafone from 1 media partnership in 2016 to the 2nd biggest client by revenue and spend within Wavemaker Content (Increasing billing 80% YoY - 2018)

#### 3. Influencer Branded Content:

Built the strategy and best practice approach for Influencer projects across the business.

Launched and oversaw large, long-term Influencer projects for clients such as Evian - seeing success well above KPI results.

Worked with a range of Influencer partners from Gleam to WAR & Talify, and Zyper Created and presented the Influencer Marketing training program, introducing Influencers to the Pladis brand portfolio to encourage future allocation of marketing budgets.

### SOCIAL ACTIVATION LEAD

Adjust Your Set | London | 2014 - 2016 

Sat as a core function of the strategy & planning team ensuring all content produced was activated efficiently, but also with innovation in social media.

Worked in conjunction with creative and account teams on all clients and proactively pitching for work.

Social Media 'Organisational Change' consultancy for ITV to restructure and drive efficiency and best practice in their social media team in house at ITV.

Member of the IAB Social Media Council helping to steer the direction of the industry, create best practice guidelines, and discuss challenges & insights to share as thought leadership.

### HEAD OF COMMUNITY

VCCP | London | 2014 

Running of 'The Community Team', made up of senior and jr community managers.

Oversaw all work of the Community Team, pitching for new work, and feeding into upcoming channel planning and social media strategy.

Worked across VCCP's key brands: Easyjet, Compare the Market, o2 & Which?

### HEAD OF SOCIAL ACTIVATION

Momentum WW | London | 2010 - 2014 

Created and led the Social Media Activation team. I achieved rapid growth of social media as a service within the agency which specialised in Experiential and Shopper Marketing.

Ran the social & content activation on Experiential (launch + 2 years) of Kinect for Xbox 360 ( Guinness Book of Records, Fastest Selling Consumer Electronics Device ); Directed the Social Media and creative around Xbox's sponsorship of 'A League of Their Own' & 'Got to Dance' on Sky 1 for 2 years.

Social amplification around Windows 7 & Windows 8 Student tour 2011-2014, as well as the Microsoft Student Ambassador Project.

Key part of the pitch team across all pitches - Incorporating social media amplification Managed the live social of American Express Summer Series at Somerset house, London Fashion Week & London Collections Men with Burberry.

Led social brand management for Rowntree's, After Eight, FRijj & Sony Mobile (B2B)+ Kinect For Xbox 360 & Polo Mints, and all home-ents releases for Sony Pictures (2010-2011).

Created influencer and content projects; on projects for Bacardi and Tesco: The Tesco Toy Team.

### INTERNET & SOCIAL MEDIA MARKETING CONSULTANT

Receptional Ltd. | Bedfordshire | 2008 - 2010 

### RESEARCH MANAGER & COORDINATOR (WORK EXPERIENCE)

Jake TM | London | 2007 