

STEPHEN MOORE FCIM

Marketing Consultant and
Interim & P/T Marketing Director



PROFESSIONAL SUMMARY

A freelance marketing consultant and interim marketing director since 2013, providing support to over 30 businesses and organisations across the recruitment, training, retail, property, technology, entertainment, events, business services, FM, food service and charity sectors.

Stephen has supported start-up's, scale-up's and existing businesses looking to optimise the opportunity in their market with brand development, strategy creation and tactical planning and has provided ongoing mentoring and training support for in-house teams, marketing directors and CMO's.

Described as someone who "gets things done", he is professional, personable, highly trusted and has extensive marketing experience. Stephen is a Fellow of the Chartered Institute of Marketing (FCIM) and a CIM Mentor and Trainer.

KEY SKILLS

- CIM Qualified Coach and Mentor
- Board level advisor
- Strategic business reviews and planning
- Marketing strategies to support business plans and align with sales strategies
- Tactical marketing planning
- Project management
- Collaborative leader and influencer
- Stakeholder engagement

CORE COMPETENCIES

- Proposition Development
- Segmentation and Data Acquisition
- Content Creation and Writing
- Social Media Campaigns
- Google Search Console and SEO
- Google Adwords and Remarketing
- Marketing Strategy Creation
- Lead Generation
- PR and Communications (Internal/External)
- Brand Development and Creation
- People Development and Training
- Event Management and Experienced Speaker



EXPERIENCE

2013 to Present | Stephen Moore Marketing | Freelance Marketing Consultant and Interim/part-time Marketing Director

A selection of the B2B and B2C businesses, charities and member organisations Stephen has supported.:

Identify Group (Business Services, Recruitment and Outsourcing in US and UK)

Project Responsibilities

Reported to the CEO and board with responsibility for improving the client experience across the group and create a tactical marketing plan and strategy to support the IPO in 2019 and maximise shareholder value.

Achievements

- Launched a new group brand identity and website to take the business to a successful IPO.
- Established a group wide marketing strategy for all group businesses in the UK and US.

Empire Cinemas

Project Responsibilities

To provide marketing project management support to Empire Cinemas and Cineworld during an acquisition period in summer 2016.. This included content and collateral creation for Empire to support the brand and help attract financing to support expansion and refurbishment of existing sites.

Achievements

- Successfully launched a new tone of voice for the brand
- Created a suite of digital collateral to support the re-financing process
- Created a more engaging company history to showcase their innovation as a cinema operator
- Created the "Wall of Film" concept now installed in most locations to show the rich history of film

The Scouts (Youth Group/Charity)

Project Responsibilities

Supporting the Suffolk County Commissioner to create an improved external brand perception to support higher external engagement. Review all internal and external communications and create a strategy to support improved awareness. Create a digital strategy to include a new mobile website, social media use and a new county event for 5,000 Scouts.

Achievements

- Created the Suffolk International Moot strategy and website for a new global scouting event
- Conducted a full communications review and made recommendations to key stakeholders
- Created a new website strategy and content review with a launch date for late 2020

EXPERIENCE

SO Advice - Commercial Property Brokers

Project Responsibilities

Engaged to create a content marketing strategy to help improve the SEO ranking of this independent commercial property brokerage in a competitive market and support increased leads and brand awareness.

Achievements

- Delivered a content marketing strategy to improve their new website which included a set of comprehensive area guides to help with key location/geo based key word searches
- Achieved Google page one ranking on key search terms
- Created an effective social media strategy to showcase the new content

OTHER BUSINESSES SUPPORTED AS A MARKETING CONSULTANT

- Sarah Rush Yoga Studios
- Loc8 Commercial (Property Brokers)
- Reels Cafe (Costa Coffee Franchise)
- Boots (Retail)
- 2Seep (Sleep Practitioners)
- SoRecruit (Recruitment Agency)
- Kelp Social (Conservation based Social Media App)
- Parkinson's
- Star and Garter (Veterans Care Home Charity)
- Flexsa (Formally The BCA - Membership organisation)
- Lobster London (Pop-up burger restaurant concept)

CASE STUDIES

To find out more about the many businesses Stephen has supported please visit his website and read the latest case studies at www.stephenmoore.co.uk/case-studies

NON-EXECUTIVE BOARD ROLES

Stephen supports a number of good causes and issues which include disabled children, improving education and the development of the arts in the community.

- Non-Executive Director at Oxford Street Retail Association
- Chair of the Interim Executive Committee at Langham Oaks School in Essex
- Trustee and Board Director at The SEAX Trust. A multi-academy trust in Essex
- Non-Executive Director at Culture Without Borders Development Trust (Essex County Council)
- Non-Executive Director at Waltham Forest Parent Forum. Supporting children with disabilities
- Trustee & Non-Executive Director of Habitat Global Pension
- Non-Executive Director at DRESS (Dixons/Carphone Pension)

PROFESSIONAL MEMBERSHIPS AND QUALIFICATIONS

- Fellow of the Chartered Institute of Marketing (FCIM)
- Qualified Mentor and Trainer with The Chartered Institute of Marketing
- Diploma in Digital Marketing - CAM/Chartered Institute of Marketing
- Diploma in Social Media Marketing - CAM/Chartered Institute of Marketing
- Diploma in Performance Management - Aubrey Daniels International, California, USA
- Professional Diploma in Creative Writing - Ashford Open Learning Ltd
- Advanced Diploma in Sales and Retail Training - Ashford Open Learning Ltd

TESTIMONIALS

"Steve is a knowledgeable and dedicated marketing professional whom I recommend to anyone seeking to embark on marketing related projects or advance their overall marketing strategy."

Gerry Pearson – MD at Identify Group Ltd

"Stephen provided consultancy services to Empire Cinemas to help redefine our corporate tone of voice across our digital and offline channels. His guidance was very valuable and provided our business with a clear strategy that will allow us to develop how we talk to our customers."

Jon Nutton – Marketing Director at Empire Cinemas

"In the time that I have known Stephen I have found him to be a true expert marketer and leader. His marketing consultancy skills are well honed and he has applied his marketing leadership skills to a wide range of industries. Stephen is friendly and driven to achieving the task in question. I have no hesitation in recommending him as a Marketing Director and Consultant."

Mark Pearson - County Commissioner at The Scouts

"Stephen supported SO Advice with marketing consultancy services to produce a series of content pieces to help our SEO performance and provide content for social sharing. His approach was very creative and the project was delivered on time. I would highly recommend Stephen as a marketing consultant."

James Tatham - CO-Founder at SO Advice

"Steve is a true professional: his marketing expertise is wide and deep and he's able to draw on experiences from working in multiple markets. He understands branding in a way that few marketing directors and consultants do, and he always embraces creativity and constantly looks to put new ideas into practice. An instinctive marketer, Steve is also extremely efficient: he sticks to deadlines and delivers what he's agreed. I'd highly recommend Steve."

Penny Hinton – Founder and MD at Clearview Communications