

MICHAEL CRAWLEY



(+44) 07733226017



MichaelStuartCrawley@outlook.com



Maidenhead, United Kingdom

As an experienced **Internal Communication and Employee Engagement specialist**, I am driven by a passion for strategic communications and have accumulated 6 years of expertise in Corporate Communications and Change Management. My focus lies in facilitating effective communication between leaders and employees, ensuring that business strategies are clearly communicated and understood throughout the organisation.

I am dedicated to fostering a sense of belonging and purpose among employees, making them feel valued and connected to the company's mission.

I am recognised for my ability to translate complex information into easily understandable communication content, bridging the gap between complex concepts and end-user comprehension. With a proven track record in driving engagement and facilitating understanding, I am committed to enhancing organisational communication and empowering employees to make meaningful contributions.

SKILLS

- Content Creation and Copywriting
- Internal Communication
- Strategic Communications
- Employee Engagement
- Project Management
- Change Management
- Collaboration and Teamwork
- Stakeholder Management
- Customer Experience
- Storytelling
- Interpersonal and Influencing Skills

KNOWLEDGE

In order of relevancy

Prosci Certified Change Practitioner
2021

Level 3 Digital Marketing
2016

BCS Data management Essentials
2019

ITIL Foundation Certification
2019

Mental Health First Aid
2021

Microsoft Service Adoption Framework
2021

Level 2 Functional skills in ICT
2016

EXPERIENCE



A.P. MOLLER - MAERSK

Digital Adoption Lead

May 2021 - April 2023

As a Digital Adoption Lead at A.P. Moller-Maersk, I played a pivotal role in driving adoption across the entire organisation while measuring the impact of our hardware and software products. Working closely with a team of four, I supported all projects within End User Services, ensuring seamless communication and change management.

- Collaborated with regional teams and provided communication and change management support for various technical projects, positively impacting our 100,000 employees.
- Translated complex technical information from support teams into easily understandable communication content for end users, facilitating their consumption and utilisation.
- Produced compelling content for internal channels, including Yammer and SharePoint, creating an inspirational, informative, and engaging experience for employees.
- Developed and delivered highly targeted training programs, utilising survey data to address pain points within the business and drive increased productivity.
- Supported the adoption, utilisation, and productivity of the Microsoft 365 suite for Maersk's 100,000 employees through effective multichannel communication methods.
- Collaborated with global teams to identify, quantify, and prioritise workflow pain points, delivering tailored training and achieving an impressive NPS score of +71.
- Provided vital support for Mergers and Acquisition (M&A) projects, including onboarding, producing training collateral, and developing integration communications to facilitate colleague integration.
- Worked closely with the Internal Communications team to ensure consistent messaging throughout the organisation, fostering a cohesive and unified employee experience.



A.P. MOLLER - MAERSK

Communications and Engagement Specialist

March 2019 - May 2021

I played a pivotal role in driving effective communication and fostering employee engagement within the Technology function. Working closely with leadership teams and geographically dispersed teams, I successfully translated strategy into meaningful and relatable messages.

- Collaborated with Leadership teams throughout Technology to ensure a common understanding of the strategy and vision, facilitating alignment and clarity.
- Supported the communication efforts of Production Services (PDS), a geographically dispersed team of approximately 500 employees, translating the strategy into relatable content.
- Partnered with the Head of Services, Operations and Engineering (SOE) to drive employee engagement initiatives, resulting in the highest levels of engagement within any function.
- Owned the end-to-end process of developing and executing the engagement communications strategy for the SOE Leadership team.

EDUCATION

DIGITAL MARKETING LEVEL 3

QA Apprenticeships

2014 - 2016

SECONDARY SCHOOL

Burnham Upper School

2007 - 2011

VOLUNTEER

BURNHAM TARGET SHOOTING CLUB

Social Secretary

2016 - Present

Been part of the club since I was 8 years old, and now support them by being a full member of the committee, organising member events and running social media.

BRITISH ARMY (RESERVES)

Communications System Operator

April 2015 - April 2021

The British Army provided me with valuable insights into the importance of working with a sense of urgency, maintaining high standards, and delivering results promptly.

I got involved with ceremonial duties in Windsor and Bristol, as well as participated in recruitment events across the borough.

This experience instilled in me a strong foundation of hard work and a proactive approach to achieving objectives.



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/michaelstuartcrawley

- Led the communications efforts for the successful launch of the Run Efficiency Programme, contributing to operational cost savings of over \$100 million USD.
- Created clear and impactful communications and presentations for senior stakeholders, including SOE and Technology Leadership, Quarterly Business Review (QBR) decks, and content for SOE and Technology Town Halls.
- Supported the development of content for large-scale, high-profile events such as the Global Leadership Forum.
- Collaborated directly with the HR Business Partner to review employee engagement results, taking ownership of creating and executing engagement workstreams for approximately 1,500 colleagues within SOE.



A.P. MOLLER - MAERSK

Digital Marketing Apprentice

June 2017 - March 2019

I demonstrated resilience and adaptability during a challenging period, specifically when the organisation faced one of the most severe cyber-attacks in its history. Throughout the recovery phase, I actively supported the Communications team based in Copenhagen, providing valuable assistance in Crisis Communications. I collaborated closely with the Comms and Engagement Lead and external Crisis Communications Specialists from Deloitte, effectively bridging the gap between IT and the broader business.

- Played a critical role in supporting the recovery efforts following the company's largest cyber-attack, NotPetya, ensuring clear and timely communication to internal stakeholders.
- Organised and executed engaging events for the Leadership teams of Production Services (PDS) and Services, Operations, and Engineering (SOE), both globally and through live online platforms.
- Supported the drive for employee engagement through meaningful internal communication initiatives, fostering a sense of connection and alignment within the organisation.
- Assisted in the creation of the Command and Control Centre (C&CC) branding, developing a series of articles that were published company-wide to increase the visibility and understanding of the C&CC.
- Collaborated closely with the PDS Leadership Team to provide extensive support in developing and implementing effective Communication and Engagement strategies for their respective teams.



PROVIDA

Marketing Executive (Administration)

October 2012 - June 2017

As a Marketing Executive at Provida, a small family-run company, I gained invaluable experience in the importance of versatility, innovation, and navigating through ambiguity. In this dynamic environment, I embraced various responsibilities and worked closely with different stakeholders to drive results.

- Developed strong relationships with customers, utilising our CRM system to increase engagement and foster long-term partnerships.
- Collaborated with warehouse staff to ensure efficient loading of delivery vehicles, optimising logistics and customer satisfaction.
- Played a vital role in the company's rebranding efforts, overseeing the development of a new website, physical catalogues, and branded paperwork, enhancing the company's overall image.
- Managed the company's CMS, ensuring accurate and up-to-date product information and visually appealing product photography.