



dawn / mcgruer

speaker : author : strategist

**MULTI-AWARD-WINNING DIGITAL THOUGHT LEADER
RANKED TOP 1% ON LINKEDIN**


Dynamic Business Leader Dawn McGruer, is highly regarded in her field as a senior marketer. She has been awarded a CIM (Chartered Institute of Marketing) Lifetime Fellowship. An exceptional accolade which recognises her skills and experience.

Career highlights:

- Founder of Digital & Social Media Academy, Business Consort. It boasts an alumni of 25,000 trained and certified professionals worldwide
- Best female speaker (Professional Speaker Awards 2018)
- Key Digital Influencer with 5 million plus subscribers
- Ranked top 1% on LinkedIn for Social Media & Digital Marketing
- Lifetime Fellow of the RSA (The Royal Society for the encouragement of Arts, Manufactures & Commerce)
- Judge for the annual Digital Experience Awards
- Shortlisted for the CIM Marketing Excellence Award 'Marketer of the Year'
- Podcast host of The Dynamic Digital Marketing Show (available weekly on iTunes)

CONTACT

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SOCIAL

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 25k  64k views

 5k  1.5k downloads

 4k  5 million subscribers

PRAISE

“Dawn combined the what and how of Digital Marketing in perfect symphony. As a result of her guidance and class training, I've become a Certified Professional and secured my first 6-figure freelance gig with a major Swiss company.
Darius Ward”

PARTNERSHIPS

- Fellow of Chartered Institute of Marketing
- Fellow of The RSA
- Digital Marketing Institute
- Wiley Publishers
- Society of authors

ANNOUNCING NEW BOOK

Achieve Your Digital Marketing Goals to Grow Your Business - Out Autumn 2019

AVAILABLE FOR COMMENT ON

- Digital and social media
- Artificial intelligence
- Cyber bullying and staying safe online
- GDPR & regulations
- Women in tech and business
- Entrepreneurship
- Bridging the digital skills gap
- Consumer behaviour online

KEYNOTE TALKS

- 7 steps to social media success: turn your social network into paying customers
- Powerful ways to market online: helping brands and businesses shine online
- Artificial intelligence: the next digital disruptor
- Celebrate your success and stop sabotaging yourself
- Stop selling and start succeeding: empower your customers by building relationships and focusing on their needs and behaviour
- Stop trying, just do it: learn to live longer, enhance productivity and performance through mindset
- Stop procrastinating for perfection: implement - practise not practice

PRESS

