

CONTACT



07717742713



marcus.mcgrigor@gmail.com



London, UK



[Linked In Profile](#)



[Portfolio](#)

EDUCATION (UK)

University of Edinburgh

SEPT 2017 - MAY 2021

Master of Arts - Geography and Social Anthropology 2:1

Sherborne School

SEPT 2011 - JULY 2016

Philosophy A*

Geography A*

English B

Farleigh School

SEPT 2007-JULY 2011

SKILLS & QUALIFICATIONS

Writing, Communications, Excel, PowerPoint, Financial Services, Research, Analytical Thinking, PR.

- **Accounting Fundamentals - Corporate Finance Institute (CFI)**
- **Fundamentals in Strategic Marketing and Marketing Environment - Alison**
- **Media Trained - Vox Media**
- **Microsoft Excel 2013 Intermediate - Focus4Training**
- **Microsoft PowerPoint 2013 Essential Skills - Focus4Training**

INTERESTS

Sustainability, sport, technology, journalism, start-ups, investing.

Crowdfund Investor – equity investments in start-ups with powerful missions and disruptive potential:

- **Viritech** – hydrogen powertrains for automobiles, aerospace and maritime vessels.
- **Intellithing** – no-code, drag & drop platform for stacking large language models.
- **PonchoPay** – changing how parents pay for childcare and access government funding.

Marcus McGrigor

Account Executive

A resourceful, driven and analytical individual with strong interpersonal skills and the ability to build trusted client relationships. Proficient in managing multiple client accounts across various sectors within the Financial Services industry. First-hand experience in establishing successful brands by improving their appeal to investors, customers and strategic partners. A distinct passion for technology, Fin-tech and the start-up landscape. Now looking to harness these skills towards a new challenge.

EXPERIENCE

Vested - PR & Communications Agency



SEPT 2022 - PRESENT **Account Executive**

Gained invaluable insights into the fields of public relations, marketing, journalism and financial services. Responsibilities primarily involved client interactions, consultations with numerous brands, from start-ups (E.g. Elliptic, Taulia, Deus X and VibePay) to financial institutions (HSBC, Lloyds and Canada Life). Steered discussions related to customised PR and marketing campaigns. Had key impact on raising Elliptic's share-of-voice within desired media from 0.5% to over 20% and secured an exclusive article in the FT.

NOV-SEPT 2021 **Account Assistant**

Conducted competitor and customer analysis for clients (HSBC, Lloyds, Taulia etc.) to inform marketing campaign decisions.

OCT-NOV 2021 **Graduate Intern**

Authored external content and blogs on key financial topics such as the outlook for challenger banks following the collapse of Silicon Valley Bank (see portfolio).

Burst News Bristol x Fresh Air Radio



AUG-MAY 2021 **Writer & Presenter**

Writer and co-presenter of the podcast, 'Parallel Cities'. Conducted interviews with Scottish MPs and discussed cross-border student experiences during the pandemic.

McGrigor Group



JUNE-JULY 2020 **Analyst**

Two-month role for management consultancy firm specialising in global health insurance and health services strategy. Supported two projects: Bupa Global in China – SWOT analysis and wrote China, Macau and Taiwan chapters of IPMI Report. Dansk Sundhedssikring – supported the international growth strategy in Spain and the Baltics.

The Futurist



JAN-MARCH 2020 **Feature Writer**

Feature Writer for technology-focused online magazine. Topics included tech solutions to the post-Brexit Irish border problem and the influence of data on politics (see portfolio).

Global Benefits Group



JAN-MARCH 2020 **Intern**

Worked on various services supporting health insurance policies for expatriates.

OTHER EXPERIENCE

Fever Tree (May-Sept 2018); **Azur** (October 2016); **ITN** (July 2016); **Peachey and Co** (July 2015); **Alternative Networks** (July 2015); **Wow Accountancy** (July 2014).