

## Course Director Profile

Phil Woodford

<p>Summary</p>	<p>Phil Woodford is Director of Here Comes the Cavalry Ltd – a creative services and training business he founded in 2010. A former advertising creative director, he has extensive experience in marketing communications, working on behalf of clients in a diverse range of sectors.</p> <p>Phil lectures in advertising at the French business school Groupe INSEEC and is an Associate Lecturer at Chelsea College of Arts in London.</p> <p>He writes on advertising and marketing communications at <a href="http://www.108thstreet.co.uk">www.108thstreet.co.uk</a> and has been invited to speak at leading industry events in recent years, including <i>Social Media Week</i> and <i>Technology for Marketing and Advertising</i>.</p> 
<p>Areas of Expertise</p>	<ul style="list-style-type: none"> <li>• Advertising</li> <li>• Marketing Communications</li> <li>• Copywriting</li> <li>• Creative Thinking</li> <li>• Use of social media for marketing</li> </ul>
<p>Training and Consultancy Experience</p>	<p>Phil has delivered professional training courses for over 12 years on behalf of University of the Arts London and the Chartered Institute of Marketing. Through his own private business, he has worked with a diverse range of clients on copywriting and training projects, including:</p> <ul style="list-style-type: none"> <li>• The School of Oriental and African Studies in London</li> <li>• The International Telecommunications Union, a UN agency in Geneva</li> <li>• Irish television channel TG4</li> <li>• The Law Society</li> <li>• Philips Lighting, The Netherlands</li> </ul>
<p>Market Sector Focus</p>	<p>As a trainer – and formerly as an advertising creative director – Phil has worked widely across the commercial, public and voluntary sectors in sectors as varied as finance, defence, retail, IT, hospitality and health.</p>
<p>Recent and Current Projects</p>	<ul style="list-style-type: none"> <li>• Creating magazine content for Philips Lighting via a London-based design agency</li> <li>• Delivering a marketing communications training programme for a UN agency in Geneva</li> <li>• Lecturing to brand management and digital strategy students at Groupe INSEEC</li> <li>• Writing thought-leadership content on food fortification for an international NGO</li> </ul>

<p>Qualifications Professional Memberships and Publications</p>	<p>Phil was awarded an honours degree in sociology by the London School of Economics, before going on to pursue his professional career in marketing and advertising.</p> <p>He is a member of CIM.</p>
<p>International Experience</p>	<p>Phil's training and lecturing work takes him regularly around the UK, including Northern Ireland and the Isle of Man. He has also delivered training programmes in the Irish Republic, France, Germany, Spain, Switzerland, Italy and the Netherlands. In London, he frequently lectures to multinational groups of undergraduate and postgraduate students.</p>