

ABOUT ME

Hey there!

Welcome to a space where business, leadership, and meaningful freedom converge.

My mission is simple: Empowering ethical and impact-driven business leaders to grow profitable businesses with less effort, be their best selves, achieve success on their terms, and discover freedom and meaning to live, lead, and create effortlessly.

Blending Western and Eastern psychology, I focus on transforming decision-making, problem-solving, confidence, and self-esteem. My approach is rooted in a deep understanding of the psychological illusions shaping how we see the world—and ourselves.

With 20 years in business and a transition to psychology, I bring a unique blend of expertise to the table. I navigate the business world, turning dreams of profitability into reality. But it doesn't stop there—I'm also qualified to support leaders in achieving an inside-out transformation that shifts everything—their mind, business, and life.

By uncovering and addressing the psychological drivers behind decisions and behaviour, I help leaders break free from internal barriers to enhance cognitive performance, mental clarity, resilience, and emotional well-being—all of which fuel sustainable success.

True success doesn't come from chasing quick fixes or surface-level solutions—treating symptoms is a waste of resources. It's about digging deep to the root of business and leadership challenges. That's why my methodology is designed to create lasting change.



BUSINESS BACKGROUND



INDUSTRY RECOGNITION

EMEA Social Media Campaign, Silver STEVIE
 Digital and Social Media Campaign, PRCA Dare
 Capital One inclusion & diversity training
 FIREBIRD Book Award Winner in three categories
 INDEPENDENT AUTHOR Book Award Winner in Business General and Finalist in two categories
 LITERARY TITAN Gold Book Award: Nonfiction
 OUTSTANDING CREATOR Book Award: Best of the Year, Ultimate Champion, Winner in six categories, and one Honourable Mention
 INTERNATIONAL IMPACT Book Award: Winner in five categories

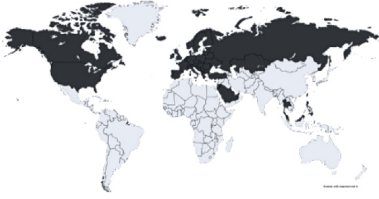
AUTHOR SHOUT READER READY Award: Top Pick
 PENCRAFT Book Award: Winner in Business/Finance
 LITERARY GLOBAL Book Award: Winner in Business Marketing and Finalist in Business Entrepreneurship
 TRANSFORM Awards, Communicate Magazine, Judge
 PRCA National Awards, PRCA, Judge
 UK Marketing Forum, Richmond Events, Brand Positioning Discussion Group Moderator
 Digital and print publications, (content and design) - press kits, advertorials, digital and print magazine, 5 private & business websites (concepts, structure, content & designs), and 'From Purpose To Profit' strategy guide.





20

YEARS IN BRAND, BUSINESS, MARKETING, AND COMMUNICATION STRATEGIES



40+

COUNTRIES WORKED WITH, FROM LOCAL IMPLEMENTATION TO GLOBAL STRATEGIES

42

BRANDS MANAGED ACROSS 18 PRODUCT CATEGORIES



16

YEARS IN TEAM LEADERSHIP, COACHING, MENTORING, TRAINING, AND EDUCATION



'FROM PURPOSE TO PROFIT' - EASY & PRACTICAL A TO Z STRATEGY GUIDE FOR TIME-STARVED BRAND OWNERS

30+

DEDICATED TO PSYCHOLOGY & CLINICAL PSYCHOLOGY IN BUSINESS, EDUCATION, & LIFE



10+

YEARS OF PRACTICE BUDDHISM, TAOISM, CONFUCIANISM, REIKI, MINDFULNESS, MEDITATION, & QI GONG



ENERGY HEALING MASTER PRACTITIONER, CERTIFIED MINDFULNESS AND MEDITATION TEACHER & INSTRUCTOR, RED BELT IN MARTIAL ARTS



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EFFORTLESS by Erin Andrea Craske Psychological Guidance | Mentoring | Training | Speaking

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www.erinandreascraske.com www.linkedin.com/in/erinandreascraske

VALUES

- Freedom
- Integrity
- Authenticity
- Dignity
- Knowledge
- Empathy
- Respect
- Meaningfulness

INTERESTS

- Strategy
- Psychology
- Art and Arts History
- Philosophy
- Learning
- Personal Growth

MEDIA COVERAGE

- Entrepreneur
- Authority Magazine
- Ticker TV News
- Business Coaches
- Marketer Interview
- Business Owners
- Productivity Advice
- Business Leader
- Varous Podcasts

EFFORTLESS, UK

Executive Psychologist | Speaker | Strategy & Profitability Mentor | Award-Winning Author & Strategist

Geographies: USA, Canada, UK, Germany, Netherlands, Belgium, France, Switzelrand, and Nordics (remote and travel)

I've developed a transformational philosophy, methodology, and signature programs that focus on strategic business growth, authentic leadership, and holistic profitability, all while addressing the deeper psychological drivers of success. My work integrates insights from Eastern and Western psychology, therapeutic interventions, and coaching techniques – such as ego, self-concept, and psychological illusion – with practical expertise in business, analysis, development, and optimisation.

I help businesses and leaders rethink how they approach business and life, shifting from effortful to effortless ways of operating. This isn't just about better outcomes—it's about achieving profound, lasting transformation that goes far beyond traditional coaching or advisory work.

At the heart of my approach is genuine care for my clients' success and emotional well-being. Change can be uncomfortable, but my goal is to make it as effortless and rewarding as possible. I prioritise building confidence, fostering empowerment, and creating mindset shifts that elevate leadership, encourage growth, and cultivate a peaceful, focused state of mind.

- 20 years of award-winning commercial brand, business, marketing, and communication strategies experience. 40+ cross-industry leading brands in top multinational companies.
- 16 years of experience in successful team leadership, mentoring, coaching, training, and education. Three years of professional coaching and business advisory with over 100 hours completed.
- Around 30 years dedicated to consumer, clinical, educational, motivational, and behavioural psychology and a decade-long practitioner - practicing Eastern philosophies since 2014, including Buddhist, Taoist and transcendental meditation, Reiki, Internal Alchemy, QiGong, and martial arts.
- Author of an award-winning practical strategy guide - 'From Purpose to Profit' - all one needs to know about avoiding making business-detrimental strategic mistakes.
- Approved Mentor with Femme Palette, Enterprise Nation (Help to Grow), Be The Business, and Mass Challenge. Approved associate trainer with Hamsley Fraser.
- ICF-Certified Business, Life and Expressive Arts Coach. ILM-Certified Business Mentor; Certified Emotional Intelligence, NLP, Mindfulness, and Meditation Practitioner; Certified Mental Health, Mental Health in the Workplace, and Counselling Practitioner.
- Honours degree in French Linguistics and Pedagogy. Pursuing an MBA and PhD in Psychology.

TESTIMONIALS

Erin is incredible at what she does! Erin was patient and professional and went above and beyond to support me in bringing coherence and consistency to my products and services. Erin has absolutely nailed this for me. I am deeply grateful for her time, energy, wisdom and expertise. I only wish I had found her earlier. - Lorna MacPhail

Erin's dedication, seriousness, and professionalism in her work are contagious. You feel that you are working with someone who understands you and will not leave you, giving you security and trust. From the bottom of my heart, I recommend anyone who wants to work with a very experienced professional to help you achieve your dream. - Nikola Maras

Erin helped me dig deep into my purpose through her precise questions and exceptional understanding of the topic. She encouraged me to infuse all of my truth into my business and made me realise the heart of it. She was excellent at finding the right words for my thoughts and thus creating my brand messaging. - Marta Štolfová

I've worked with Erin to gain clarity and come up with strategies that helped me professionally. She has great work ethic and really cares about her clients. She is brilliant, authentic and always finds a way to support her clients. I highly recommend her to any executive and entrepreneur that wants to improve themselves and their business. - Mihaela Dramba

Erin has been coaching me in brand management and getting a clear message. She is a great coach who is not only well prepared but also skillful in reflecting what her clients are trying to say in a clear and effective manner. - Laurie Sjoström



BUSINESS SKILLS

- Strategic thinking & implementation
- Operational management
- Financial management
- Costs optimisation
- Supply, demand & production planning
- Resource management
- Change management
- Profitability growth
- Business processes optimisation
- Decisions making
- Problem solving & analysis
- Making things happen
- Efficiency & result orientation
- Creativity & resourcefulness

MARKETING SKILLS

- Strategic & commercial planning
- Brand & market development
- Branding, positioning & proposition
- Content strategy & storytelling
- On- & off-line communication
- Inbound demand generation
- Customer acquisition
- Funnel optimisation
- Trade development
- Insights & statistical analysis
- Go-to-market & growth strategies
- Portfolio management

PEOPLE SKILLS

- Team building & leadership
- Interpersonal & communication skills
- Collaboration & teamwork
- Influencing & persuasion
- Coaching, enabling & motivation
- Capabilities building
- Listening & cultural sensitivity
- Self-awareness & emotional intelligence
- Empathy, consideration, respect
- Open-mindedness, flexibility
- Non-judgemental attitude, fairness
- Business ethics & personal integrity

BUSINESS ACHIEVEMENTS

DAVID LLOYD LEISURE/COUNTRY CLUB, FRANCE/SWITZERLAND

Marketing, Customer Service, GDPR and Boutique Lead

Geographies: Geneva, Haute Savoie (France)

Managed change and implementation of customer service and membership care and retention imperatives following a business acquisition. Conducted market analysis and initiated brand repositioning and customer acquisition strategies for a luxury service brand. Created content for local social media marketing presence in line with global guidelines.

PRO BONO BIO, UK

Head of Brand and Consumers

Responsibility scope: budget £0,4M, net sales £0,7M, a team of 1 Geographies: UK, Ireland, Malta, North America

Transformed a technology into a new product range, designed NPD and launched within 6 months lead-time. Developed brand positioning, proposition and communication strategy to support the launch.

- Achieved 15M campaign video views, 14,9K campaign page visits, 8K website visits with +150% page views, +213% product pages views, +318% 'buy now' clicks and 5K entry submissions (vs. 1K target).
- Designed and delivered a brand exclusive magazine with 200K digital distribution and target readership of 1,2M.
- Generated £115K net profit, 80% distribution, 144% ROI in 3 months of operations by developing a 3-step trade acquisition campaign.
- Identified £20K/month in cost savings via moving digital and creative disciplines in-house.
- Developed traffic generating social media, content and web design/strategies aiming at achieving message virality, optimising SEO, user experience and conversion rates.
- Transitioned the organisation from technology-driven equity fund to a consumer and marketing-driven culture.
- Won two awards for the best digital marketing campaign of the year.

WALGREENS BOOTS ALLIANCE / PROCTER & GAMBLE, UK

Global Head of Consumer Brands / Markets Development Lead

Responsibility scope: £5,6M, net sales £74M, a team of 13 Geographies: Western and Southern Europe, Southeast Asia, GCC, North America

Led the global relaunches of owned brands. Enhanced performance of partner brands. Led the delivery of global P&G business transfer and brand re-integration project (£2,3M central marketing cost). Drove market entry and brand communication strategies.

- Increased team retention, performance and productivity, resulted in delivery of two priority global re-launches No7 (900+ SKUs, £3,2M net profit, +18% YOY sales, £0.6m cost saving vs. a business case) and Botanics (300+ SKUs).
- Improved team credibility and motivation via cross-departmental engagement (4 companies, 7 departments, 6 brands, 9 core markets), accountabilities definition and introduction of commercial brand building attitude.
- Set up territory management, trade and brand activation strategies; developed domestic marketing capabilities to improve consistency and quality of cross-market execution.
- Optimised business processes via resource management best practice introduction, increased communication transparency, and cross-functional relationship building, resulted in ROI and business efficiency improvement. Achieved +45% marketing budget allocation.

MARS, UK

Global Head of Marketing

Responsibility scope: budget £0,7M, a team of 2 Geographies: UK, US, Japan

Led the development of brand repositioning, value proposition and digital communication for a portfolio of premium B2B brands as part of the expert assignment.

- Created a global B2B customer segmentation study.
- Achieved cross-channel / touch-points communication consistency and optimised web presence for 4 brands in 4 months.
- Launched new-to-business sustainability and social media campaigns.
- Re-established business relationship with an estranged Japanese market.



MEDIA CHANNELS

- TV, radio, print, outdoor
- Advertorials, blog & PR
- Sponsorship, co-branding
- Partnerships, collaboration
- Events, experiential
- Ambassadorship & case studies
- In-store promotions & visibility
- Influencer & blogger marketing
- Charity & endorsement
- Co-creation & WOM
- Social media
- E-mail, website, SEO
- Printed materials
- Native advertising
- Affiliates & referral traffic
- Packaging
- Product placement
- Reviews and feedback curation

TRADE CHANNELS

- Independent & owned retail
- Convenience
- Charities
- B2B
- Distributors
- E-commerce
- Events, festivals
- Flagship stores
- Franchising, implants
- HoReCa / On-trade
- Global Travel Retail
- Key accounts
- Open markets
- Wholesale

SSL INTERNATIONAL (RECKITT BENCKISER), UK

Brands and Markets Development Manager

Responsibility scope: budget £1,7M, net sales £3,5M, a team of 3 Geographies: Eastern Europe

Led the repositioning and launch of 2 global brands (Scholl, Durex) on new territories, entering the market 3 years earlier than expected with 200% implementation rate. Sole business responsibility for brand positioning, communication and market entry strategies.

- Led market, competition and consumer insight strategy; designed 10 new-to-business research studies, amongst which 2 segmentations.
- Generated 98% increase in monthly shipments from £450K to £890K within the first 3 months of communication.
- Achieved market value leadership, 27% off-take share, positive P&L, +21% Brand Health Index, +57% Brand Equity Index in 6 months after launch via brand architecture and marketing mix re-design.
- Achieved growth of core Brand Attributes (+10% consideration, +54% uniqueness, +80% relevance, +64% quality) in 6 months after launch.
- Achieved increase in awareness +12%, familiarity +34%, popularity +38% with improved ROI via media mix optimisation.
- Designed a PR strategy and wrote content scoring the highest on Brand Link, Persuasion, Purchase Intent, Trial Usage and Entertaining Reading amongst all media.
- Modelled cash-flow and forecasts, introduced margins management and improved sales effectiveness within the acquired organisation.

BRITISH AMERICAN TOBACCO, UK/SWITZERLAND/RUSSIA

Group Brand Manager, Head of Communications Premium Brands, Brand Manager Premium, Brand Executive GTR, Senior Brand Executive

Maximum responsibility scope: budget £68M, net sales £105M, a team of 9 Geographies: EMEA, UK, Ireland, Russia

Devised turn-around strategies for global drive brands resulting in:

- Kent Russia - +46% NTO, +136% net profit, +50% market share, achieving market leadership in 1 year.
- Dunhill Russia - +364% NTO, +338% net profit, 1st year of positive brand contribution by achieving acceptance of mass audience and sustaining brand attributes after seeding.
- Lucky Strike UK - +84% NTO, +589% net profit, 1st year of positive brand contribution via precise consumer targeting.
- Dunhill UK - maintained positive brand profitability (£4,3M), grew brand attributes, improved ROI and relationship with retail partners within a restricted market environment following a repositioning of an iconic brand via optimised messaging, channel mix and innovative communication initiatives introduction.

Delivered brand revitalisation project resulted in reversing 2 years downtrend for Yava Gold, recognised by the Wall Street Journal as Russia's first domestic 'Super Brand'.

Developed and implemented of cross-market innovative communication strategies and global resource optimisation project (55 markets).

Achieved the brand team recognition by the company and external parties as the leading brand team within BAT.

Held responsibility for P&L, insights, production capacities, product development, supply and demand, and trade marketing.

RECKITT BENCKISER, RUSSIA

International Marketing Manager Premium Brands

Responsibility scope: budget £1.2M Geographies: Eastern Europe

Managed 2 product launches, 2 re-launches and 2 launches of line extensions. Managed the adaptation of global packaging, communication materials and TV reels.

L'OREAL, RUSSIA

Brands Activation Manager, Sales representative, Trade Marketing Analyst

Responsibility scope: budget £1M, a team of 6 Geographies: Russia

Held sole responsibility for BTL activities and market activation of all L'Oréal and Garnier brands. Conducted sales and merchandising activities to achieve sales targets across a dedicated trade sector. Designed and analysed data to report on sales and trade marketing results.

- Achieved 50%-250% sales increase per campaign by developing and managing cross-portfolio promotional strategy and operational brand launches.
- Launched 1st in a country history pan-Russia mobile make-up consultancy project.





Welcome to Effortless

Where business, leadership, and psychology collide to disrupt the status quo. Effortless isn't about playing by the rules or hustling harder—it's about rewriting the game. It's about building profitable businesses, unlocking your best self, and breaking free from the struggles to live, lead, and create effortlessly.

Corporate greed and ego-driven leadership no longer resonated with me. I realised that there is more in life than wealth, status, and power. True success comes from breaking free of conditioned thinking and creating something meaningful—not just for ourselves but for others. I discovered the power of meaning and ethics and the power of their contribution to business profitability and personal wellbeing.

That's why I work with ethical, impact-driven leaders and businesses to unlock their potential from the inside out. With 30 years of psychological expertise (and counting), I help my clients break through internal barriers and address the real challenges that shape decision-making, confidence, and team culture. It's not just about solving superficial problems—it's about transforming how they lead, think, and grow through becoming the best versions of themselves and embracing inner peace.

Additionally, I support them in laying strategic foundations and adopting the culture of continuous improvement.



I've spent two decades in the corporate world, partnering with global giants like L'Oreal, Reckitt Benckiser, Mars, P&G, Walgreen Boots Alliance, and British American Tobacco. I mastered strategy, transformational leadership, and growth while leading my teams to managerial roles and earning international recognition for my work, including the award-winning guide From Purpose to Profit to help businesses navigate oversaturated markets and avoid common traps that stop them from thriving.

I bring a mix of business strategy, leadership experience, Eastern philosophy, and applied psychology to the table. And yes, I'm still learning—

But here's the thing—technical skills and awards can only take you so far. I realised the real game-changer behind business failures and success. And that's when I stepped away from corporate to focus on what really matters.



So, what stopped me from progressing a corporate ladder?

I've realised five things that appeared to be at odds with the environment that fed me:

- A business is only as good as its leadership team.
- Strategy isn't optional—without it, a business struggles like a horse on quicksand.

currently pursuing an MBA and PhD psychology and training at the Shaolin Temple and Taoist Academy. Because growth never stops.

Clients tell me my open-mindedness, empathy, and authenticity make the difference. They value my ability



- Growth without continuous improvement is like running a marathon with no finish line—exhausting and pointless.
- People drive everything. If they're not thriving, neither is your business.
- Behind every struggling business is the same root cause — a human one.

to challenge their thinking while creating a space where they feel supported and understood.

Ready to break free from the struggle and experience meaningful, lasting success? Let Effortlessness™ guide you there. Visit www.erinandreascraske.com to take the first step.

ERIN ANDREA CRASKE