


 A photograph showing Michelle Crowe, the owner of e-worc, sitting on a large wooden conference table. She is wearing a grey sleeveless top and white pants, smiling at the camera. Around her are four staff members: Amber White, Ashley Ritter, Justyn Phillips, and Courtney Jackson. They are all engaged in a meeting, looking at documents and laptops on the table. The office has a modern feel with a large abstract painting on the wall behind them.

E-WORC EVOLVES TO MEET CLIENTS' NEEDS

Michelle Crowe sits comfortably with her staff as they work on the company's next project. Her staff includes (from left to right) Amber White, Ashley Ritter, Justyn Phillips and Courtney Jackson. Photo by L.A. Fotographe

A few years ago, e-worc owner **Michelle Crowe** made a significant investment in her business, her city and to her company's hand-picked, highly trained employees: she bought her own office building.

It was a big step for the full-service marketing and advertising agency founded more than a decade ago in Crowe's spare bedroom. But the move was indicative of how e-worc has always operated, with an understanding that you have to be positioned to succeed when opportunity comes calling.

For the second time, the firm is the Mobile Area Chamber's Small Business of the Month.

Founded as a web developer, e-worc now handles everything from social media marketing to videography, graphic design and search engine optimization (SEO). The company's client base grew alongside its menu of services. After a few years, the

agency started booking more work with industrial partners across the country, especially industrial suppliers.

Twenty years of experience in broadcast media taught Crowe not only how to build relationships, but how to identify the right people to connect with. That was a lesson she followed into several professional development initiatives, such as the University of South Alabama's RAMP business mentorship program and the U.S. Small Business Administration's and Mobile Area Chamber's 2019 Emerging Leaders initiative.

"Mentorship gives me the opportunity to take what I have learned and share it with somebody else so they can go do something with it," she said. "But it also helps me learn what the challenges and struggles are for other business owners. Then I can apply that back to what I'm doing in my business and what I'm doing with new clients."

Crowe said one of e-worc’s strengths is making sure she and her staff are passionate about each client. That carefully curated loyalty extends to her management style, as well. Compared to media companies, where performance was often valued above family, e-worc offers competitive benefits.

She insists on treating employees like human beings first. Long before COVID-19, working remotely was a staple at e-worc – so not only did the digital company thrive during the pandemic, but its employees had the freedom to give family business the same priority as e-worc business.

“The plan has always been to be prepared for, and good at, whatever’s coming next,” Crowe said.

COMPANY NAME: e-worc
OWNER: Michelle Crowe
PHONE: 251.414.3130
WEBSITE: e-worc.com
LOCATION: 4254 Cottage Hill Rd., Mobile

Want to be featured as a Mobile Area Chamber Small Business of the Month? Go to mobilechamber.com to submit an application online, or contact Danette Richards at d Richards@mobilechamber.com or 251.431.8652 for questions and/or additional information.



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