

Nigel Cooper

Curriculum Vitae

www.nigelcoopermarketing.com

I'm a highly-experienced digital and content marketing expert. I've devised digital marketing strategies for numerous leading global brands, I've led marketing project teams and have extensive hands-on experience delivering content and digital marketing to support sales and grow brand awareness.

I provide solutions to achieve demand generation, brand awareness, social selling, employee advocacy and content marketing.

I've managed the marketing of Togethr's employee advocacy martech solution to B2B & B2C prospects supporting the sales team to generate leads. I've worked extensively to drive success for major brand clients including Post Office, John Lewis & Partners, Institute of Chartered Accountants (ICAEW), Waitrose, Air Mauritius.

My approach is to always add value to prospects, to be where they are and to help them become more successful. This has delivered significant results both for the Togethr business and for its clients.

My skills

Content marketing; social media marketing; demand generation; ABM digital marketing; digital marketing data insight; social media data insight, reporting and strategy.

- **Digital Marketing Strategy:** I've developed successful digital marketing strategies for many major brands.
- **Digital Marketing Delivery:** Both management & hands-on experience of delivering tactical and strategic digital marketing that gets results.
- **Account Based Marketing:** Experienced with high value enterprise software with a long sales cycle.
- **Content marketing:** Concepts & creation of a wide range of content: reports, white papers, case studies, blogs, social media, video, webinars, online training, events.
- **Data & reporting:** Experienced data analyst providing social and digital reporting, analysis and insight for clients to high level.
- **Communication:** Excellent communications skills working with all levels of internal and client stakeholders.

'John Lewis smashes everything else out of sight. It doesn't just win the Christmas ad battle, it destroys the competition to the point where they're ground into dust at the foot of the chart.'

- Matt Edwards, PR Week.

[Describing John Lewis' Christmas employee social media campaign - getting Partners to share the Xmas ad - which I managed for Togethr]

Client & Marketing Director

Togethr | Jan 2016 – June 2023

Example projects

Togethr sales & marketing: Demand generation

- Managed blog; social media; guides; white papers; case studies; email newsletters; organised industry breakfast briefings and webinars.
- Supported sales team for Togethr martech over long sales cycle to bring in major new clients inc: John Lewis, Iceland Foods, ICAEW and Saatchi & Saatchi.

Post Office (inc Banking): Local and employee content/social media marketing

- Delivered: Led content planning; monthly reporting; training and workshops.
- Local social media has consistently out-delivered national social media.

Institute of Chartered Accountants (ICAEW): Content and social media marketing

- Delivered: Led content marketing strategy; production of large volumes of knowledge content; social media campaigns; member advocacy programme; monthly reporting.
- Awards: Content Marketing Awards, Finalist.

John Lewis & Partners: Employee advocacy programme

- Delivered: Content planning & management; weekly, monthly & quarterly reporting & data analysis; Xmas ad launch hourly live data reporting and analysis - direct to senior leadership.
- This grew into one of the most successful advocacy programmes in UK.

Audley Travel: Employee talent influencer programme

- Delivered: Content strategy; monthly content planning; client workshops & training.
- Helped Audley achieve 68% saving on recruitment costs using employee advocacy to generate job applications in comparison with the cost of using social advertising.

Marketing Director

Qube Media | 2003 - Dec 2015

Example projects

We grew the business to a team of 15 with a near £1m turnover. In this time, I was marketing consultant delivering projects with both B2C and B2B clients, inc airlines like Virgin and Air Mauritius, hotel chains like Constance Hotels, agencies like Saatchi & Saatchi and public sector organisations like Brighton & Hove Council.

Awards

Within a year of launching, we won the Sussex Business Award for Best New Business in 2003. Qube went on to win numerous other awards, including the Travolution Award for Best Content Marketing in 2015 for our work with Air Mauritius.

Writer and editor

Channel 4 Television | Sep 1999 - Jun 2003

I supported their TV programming online as both editor and writer for many support websites. As editor, I assembled teams of writers, proof-readers and designers to develop web concepts to support programming. I maintained editorial control of the mini-sites, briefed writers, proof-readers and designers and launched the websites. As writer, I also worked in other editorial teams, writing supporting content for Channel 4 programmes.

"I can honestly say this has given me so much confidence and self-belief, it was such a valuable learning experience. Both Andrew Seel and Nigel Cooper were so encouraging and generous in passing on their knowledge, taking away any fears about using LinkedIn as a social media platform. I definitely would recommend this course."

Cathryn, Post Office [On social media training course '30 Day Social Club' I delivered]

"Many of our members have told us Togethr is the best marketing activity we do. With direct brand reach getting so much harder on social media and people turning off traditional advertising, Nigel helps us cut through the noise to make a bigger business impact."

- Nigel Hastilow, Director, Enterprise, ICAEW

"Togethr enabled us to reduce advertising spend, while increasing brand endorsements by over 27,000 in 3 years, resulting in 100s of new business leads. Transformational marketing."

- Harpreet Panesar, Business Manager, ICAEW

"The programme is already delivering some great results. We have seen a direct correlation between the activity on the Togethr App and appointments in-store such as with our Personal Stylists."

- Eva Bojtos, John Lewis & Partners

Education

MA Creative Writing, Education and the Arts

University of Sussex | 2000-2001

BSc (Hons) 2.1 English & Urban Studies

Nottingham Trent University | 1996-1999

Other interests

Fiction writing

In my spare time, I write fiction and have had 3 bestselling contemporary/ literary fiction novels published to date (Nigel Jay Cooper: Beat The Rain, The Pursuit of Ordinary and Life, Slightly).

French language

I'm learning French and just passed A2 level French (81% Pass) and am working towards B1 level.

Running

I've run a marathon and numerous half-marathons in my time. Currently trying to get my running fitness back up to previous levels!