

Nicola Cooper

Marketing Background

With over 15 years marketing experience in both small and medium sized businesses, I am an experienced marketer with skills in all aspects of traditional and digital marketing communications, appointment setting and customer relationship management.

Varied experiences have provided me with the ability to quickly empathise with a situation, understand the needs of customers and assess the features and benefits of a product or service; to create effective and practical solutions.

I am commercially minded with a good understanding of all areas of business.

My proven interpersonal and communication skills allow me to effectively read situations and interact with individuals and groups both within an organisation and with external contacts. I'm highly motivated, flexible and responsible, good humoured and calm under pressure. My proactive approach to work enables me to fit quickly and easily into new situations and consistently achieve targets.

Skills Profile

- A skilled communicator with strong organisational and interpersonal skills.
- Competent, enthusiastic and commercially minded with a good understanding of all areas of business.
- Proficient at copywriting, design, campaign planning and execution, PR and web optimisation.
- Determined and self motivated with proven ability to be proactive and reactive.
- Budget, strategy and management experience with the confidence to liaise at all levels.
- Experience in sales, marketing and account management.

Marketing Experience

StressCHECK Training - Campaign Management of email and direct mail campaigns from concept through to execution and follow up of inbound enquiries. Event management and website optimisation.

Sawfish Software Ltd - Introduced a new brand identity and implemented it across new websites, sales literature and communication campaigns and advertising. Researched and developed targeted sales and marketing activities for new markets.

Harbrook Network Specialists - Development and enhancement of; website, sales literature and email campaigns for both the training and consultancy arms.

Identex Database and Print - Established Identex as a recognisable brand in its market through communications including the introduction of email marketing, development of a monthly newsletter, PR activity in Marketing and IT press. Worked with several UK and International partner organisations to plan and execute joint activities to achieve an agreed set of objectives.

The Computing Group - Responsible for the planning and execution of all marketing communications. The communication media included; PR, direct mail, Internet development and exhibitions.

I have a Degree specialising in Business and Marketing from Brunel University and a Post Graduate Diploma in Marketing from the Chartered institute of Marketing.

For more information or a free consultation please get in touch.

Nicola Cooper

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