

# MATT COOK

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## Profile

A driven, passionate, creative minded marketing manager with experience in delivering innovative and profitable marketing strategies for world-class brands and start-ups. Skilled at analysing research, market trends and customer needs to develop highly effective and targeted marketing campaigns. Areas of expertise include social strategy, above and below the line campaigns, digital advertising, app performance marketing & retention, ASO, SEO, eCRM, CMS, analytics and reporting.

## Skills

- Creative: Avid, Photoshop, Word Press, HTML and Audio DAWs - Pro Tools, Logic and Adobe Audition.
- Social Media: Expert knowledge of content creation (all formats and Snappy TV), community management and tools such as Spreadfast, Social Bakers, Sprout Social, Hootsuite, Hashtracking and Radian 6.
- Digital Advertising: Search & display, mobile performance, all major social media platforms and Google Analytics.

## Work History

### **Freelance - (Jan 2018 – Present)**

- Providing private clients with digital expertise that includes building websites, creating and managing social media business pages and managing display advertising through AdWords and all major social media channels.

### **Channel 4 - (September 2015 – Jan 2018)**

#### **Marketing Manager**

- The UK's NO.1 music TV network co-owned by Channel 4 and Bauer Media. Managing 7 brands including 4Music, The Box, Box Upfront, Box Hits, KISS, Kerrang!, Magic and digital channel BeBox. ([www.boxplus.com](http://www.boxplus.com))
- Delivery of annual marketing strategy.
- Full annual budget and contra management of £1.5M.
- Supervising writers, editors and agencies on over 40 annual national radio and TV promo campaigns.
- Managing studio and job schedules for promo and social media producers.
- Briefing and managing numerous major channel refreshes including OSP, audio and branding.
- Managing relationships and schedules with artists and celebrities for promo production.
- Delivery of a new creative social media strategy that resulted in an additional 1 million (engaged) Facebook page followers in one year and thus higher revenue for the commercial team.
- Brought digital advertising in-house and hit an annual CPV average of £0.0002 (70% saving on agency cost).
- Managed social media influencer strategy (micro and major) that resulted in new ambassadors and contra deals.
- Launched new video streaming apps across mobile, tablet, desktop and CTV. Managing all ASO, app performance marketing and retention strategy (in-house and agency). Reporting via Localytics and TUNE.
- Website and SEO management of [www.beboxmusic.com](http://www.beboxmusic.com) and [www.boxplus.com](http://www.boxplus.com)
- Management of executive running social media advertising in-house using KPIs and budgets set by myself.
- Hiring, managing and growing direct reports, work experience and managing internship programmes.

### **Guvera Music UK (music streaming service) - (September 2014 – October 2015)**

#### **Marketing & Social Media Manager – Western Europe (15 Territories & US)**

- Implementing marketing strategy for 15 EU territories & the U.S.
- Briefing and signing off agencies on five national TV and online promo campaigns annually.
- Performance marketing and advertising across mobile ad networks and all major social media channels.
- Carrying out retention strategy including retargeting and push notifications.
- eCRM – producing, managing and reporting on all email campaigns.
- User data segmentation and research using in-house CRM and TUNE marketing console.
- Reporting – all reporting and social analytics produced weekly for all 15 territories and the U.S.

### **London & Partners (Visitlondon.com) - (September 2013 – September 2014)**

#### **Marketing & Social Media Manager – Dot London & Visit London (Fixed Term Contract)**

- Producing TV and online promos for the major annual marketing campaign *The London Story*. A collaboration between myself, commercial, editorial and agency: <https://youtu.be/rK2AliN7Uq8>
- Managing all social media creative content, delivery, engagement and reporting for all campaign activity. In Q3 I increased social media referrals to homepage by 70% (15,025 referrals in Q3), assisted in gaining over 40k FB likes (a 199% increase on Q2) and 20k new Twitter followers. [www.visitlondon.com](http://www.visitlondon.com)
- Delivery of digital campaigns, competitions and channel takeovers with commercial partners including Go Daddy, 123Reg, 1&1 Storm Model Agency and The Commitments West End musical.
- Web Page Design - building and managing web pages on [www.londonandpartners.com](http://www.londonandpartners.com) through in-house CMS.
- Managing SEO optimisation.
- Briefing and working with marketing and PR agencies on advertising, creative content and campaign planning.

### **Warner Music - (June 2013 – Aug 2013)**

#### **Marketing Exec (Fixed Term Contract)**

- Briefing and management of social media and website promos and creative.
- CMS – writing copy for and editing the Warner Music website.
- Marketing collateral - corporate branding guidelines, supplying logos & artist images for business partners.

### **Decca Records (Universal) - (November 2012 – May 2013)**

#### **Promotions Assistant (Fixed Term Contract)**

- Promoting labels artists such as Rod Stewart, & The Lumineers via regional & national radio and TV promotion.
- Building relations with national and regional radio and TV contacts for promotion opportunities.
- Managing and maintaining department budgets and approving / paying invoices.

### **Jazz FM (National DAB) - (July 2010 – November 2012)**

#### **Marketing and Production Assistant**

- Social Media – delivery of strategy, media, copywriting, driving consumer engagement, delivering analytics and company-wide reports. I raised listenership of the 'Late Lounge' show by 63% due to digital marketing.
- eCRM – creating email content, copy and imagery and scheduling emails through the Mail Chimp client.
- Website management via Word Press.

## **Education**

- Kingston University

Bachelor's Degree with Honors: Music Upper 2:1, 2007 – 2010

- New Paltz College, New York, USA

Exchange Student, Bachelor's Degree with Honors: Music, 2008 – 2009