

Christopher Cox PG Dip DigM

07545 764372 | uk.linkedin.com/in/chrisjamescox

Profile

I'm an experienced and highly-driven marketing professional with a reputation for driving transformation and improving awareness, understanding, consideration and revenue-generation across the audience journey. I have a hands-on, innovative approach, with the ability to create and deliver against results-driven strategies for both short and long-term improvement and growth.

I have a broad skillset encompassing brand development, integrated marketing strategy, campaign ideation and management, copywriting, UX, design, search marketing, email marketing and social media strategy and management. I'm a qualified project manager, an effective trainer and I'm experienced at setting, working with and reporting against stretching budgets and targets.

I am a personable and motivating colleague, with the ability to build effective teams and nurture a positive and dynamic workplace culture. And I have a real passion for making a difference!

Education and Qualifications

Institute of Data & Marketing (IDM)

Post-Graduate Diploma in Digital Marketing - PG Dip DigM **2013**

Knowledge Train

PRINCE2 Practitioner qualification **2007**

Queen Mary College, University of London

BA Honours in English (2:1) **1994-1997**

Employment

Self-employed

Contractor

March 2021 – present

- Highly-qualified strategic digital marketing, comms and content specialist freelance.
- Clients include high-profile national/international charities and multi-national businesses.

Pancreatic Cancer UK

Senior Digital Manager

Sept 2018 – Feb 2021

- Oversaw all digital marketing and communications output for the charity. This includes the editing and publishing of all brand, website and multimedia content, working with multiple teams across the charity.
- Increased website traffic by 68% in 8 months, while also increasing visitor engagement.
- Launched digital 'Demand Faster Treatment' campaign - delivered record-beating fundraising success resulting in sector award nomination (Fundraising Campaign of the Year 2018, IoF Awards).
- Project-managed major website rebuild to time and budget during COVID-19/lockdown, including the restructuring of all content for the PCUK Support Line and cancer patient information service.

Institution of Mechanical Engineers (IMechE)

Digital Proposition Manager (*maternity cover contract*)

June 2017 – Sept 2018

- Managed all digital membership marketing communications internationally across 140 countries.
- Project-managed relaunch of online professional development for over 120,000 members.

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- Advised Board and trustees on GDPR requirements as part of GDPR senior steering group.

Eating Europe Food Tours

Marketing Director

Aug 2016 – May 2017

- Joined as digital marketing manager and promoted to marketing director within three months, with responsibility for all global brand and marketing activity.
- Restructured team to increase efficiency, maintaining morale through this period.
- Developed audience-led brand strategy increasing engagement across customer journey.
- Put in place a review strategy to displace legacy negative reviews, leading to increased advocacy and an exponential increase in new, five-star reviews.
- Launched a number of innovative campaigns, including a Cyber Monday promotion that produced record sales.
- Created winning entry for Best Food/Beverage Tour Operator in 2017 FoodTrekking Awards.

Mind, the mental health charity

Digital Communications Manager

Nov 2013 – Aug 2016

- Led a team of five, responsible for all digital marketing, social media, content, website development, conversion optimisation and analytics across the organisation.
- Digital transformation lead for organisation reporting directly to the Chief Executive.
- Delivered comprehensive digital strategy to board of trustees, resulting in additional responsibility and headcount being approved.
- Created record levels of engagement reaching millions of new people, quadrupled web traffic, tripled social channel followers, significantly increased social authority and email open and click-through rates.
- Achieved a 1600% uplift in donation income via digital.
- Delivered against multiple corporate-level KPIs (including increasing donations, engagement and B2B leads against target).
- Delivered digital fundamentals training to all teams across the organisation.
- Appointed and managed multiple support agencies, including managing three agency tenders.

Rethink Mental Illness

Digital Communications Manager

Nov 2009-Nov 2013

- Managed a team of three, delivering all digital campaigns and communications for Rethink and the £multi-million cross-charity *Time to Change* campaign (supported by Rethink and Mind).
- Member of senior executive committee for major organisational rebrand.
- Devised and led a large campaign based on ASDA launching a “mental patient” Halloween costume that achieved high profile national media coverage and drove large-scale corporate donations.
- Rebuilt brand tone and voice across social media channels and implemented social strategy to improve quality and volume of posts, leading to the Third Sector Research digital index placing Rethink above Children in Need, Amnesty, Comic Relief and a number of other high profile charities with much larger digital budgets than Rethink.
- Project-managed a major website rebuild with complex integration issues to time and budget, leading to increased traffic, engagement and donations post-launch.
- Created new supporter communications strategy and recruitment roadmap that led to a huge increase in engaged contacts and a record number of new memberships.

NSPCC

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Digital Fundraising Analyst (*Fixed Term Contract*)

Mar 2009 - Nov 2009

- Responsible for all fundraising analysis, using data to draw insights and make recommendations for ongoing improvement/optimisation, developed behaviour-based supporter segments.

Tommy's, the baby charity

Web Manager (*Fixed Term Contract*)

Nov 2008 - Mar 2009

- Responsible for design and copywriting to enhance brand engagement and increase revenue. Project-managed new website features, including a new e-commerce site section and user forum.

Various project management contractor roles

Oct 1998 - Oct 2008

Prior to employment with Tommy's, I worked as a contract project manager for 10 years, managing projects for the following organisations: **Southwark Primary Care Trust (PCT), Lewisham Council, Parliamentary and Health Service Ombudsman (PHSO), Cabinet Office (SCOPE Programme), Cabinet Office (Regulatory Impact Unit), Businesslink.gov.uk, Radiocomms Agency (Ofcom), Karrot youth scheme, Department of Environment, Food & Rural Affairs (Defra), Government Office for London (GOL).**

Technical platforms

I am advanced user of MS Office, the Google Suite and multiple other tools/platforms including:

- **Content management systems:** Umbraco, Wordpress, Drupal, Sitefinity, Shopify
- **Creative software:** Full Adobe Suite, Canva, Invision, iMovie
- **Analytics and testing platforms:** Google Analytics, Adobe Analytics, Optimizely, Google Optimize
- **Email platforms:** Mailchimp, Dot Digital, Engaging Networks, SendinBlue, Hubspot
- **Search tools:** Google Search Console, Google Adwords, Yandex, SEM Rush, Moz, Screaming Frog
- **Social tools:** Sprout Social, HootSuite, Tweetdeck, Buffer, Buzzsumo
- **Research tools:** Surveymonkey, Useresting.com, Hotjar
- **Project management and collaboration tools:** MS Project, Slack, Trello, Asana, Smartsheet

Directorships

The Choir With No Name

Trustee

June 2014 – July 2019

- Recruited to the Board to provide brand and marketing expertise within the trustee skill mix.
- Attended quarterly Board meetings and bi-annual fundraising and marketing sub-committee meetings.
- Provided strategic direction, actively contributing to the setting of overall policy, defining goals, setting targets and evaluating performance against agreed targets.
- Reviewed financial budgeting and forecasting to ensure ongoing financial stability of the organisation.

Interests

I enjoy playing, writing and recording music. I'm a voracious reader (particularly non-fiction), I'm fascinated by the history of the BBC, and I'm a member of the Twentieth Century Society, which campaigns for the protection of architecture and design in Britain from 1914 onwards. I spend a lot of time walking around cities taking pictures of concrete buildings! I am also one of the millions that took up gardening in lockdown and am now planning my 2021 vegetable growing...

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(Reference details can be provided on request)