



Lizzy Cooney

STRATEGIST

PERSONAL PROFILE

A creative, provocative, and astute strategist, who thrives on research, consideration, and taking the spark of an idea and crafting it into something spectacular.

Concerned with making meaningful impact through developing a sincere understanding of people and the world, facilitating positive collaboration, encouraging boundless creative thinking, and being a guardian and crafts person of nuanced ideas.

EXPERIENCE

BORN UGLY (*previously Elmwood)

PROVOCATION MANAGER (Strategist) July 2023 - present

PROVOCATION EXECUTIVE (Junior Strategist) October 2022 – June 2023

activation / naming / tone of voice / copywriting / copy principles / positioning / brand definition / place brand identity / portfolio strategy / creative strategy / creative copywriting / desk research / insight generation / interviews & vox pops / workshopping / pitching / managing / facilitating

- Worked with established and challenger clients with diverse commercial goals and models, across various sectors and markets.
- Strategically led multiple projects, with a focus on making sure my team is clear on the challenge and supported.
- Crafted insights and ideas based on thorough research, using desktop and IRL methods.
- Confident to plan and lead creative, stimulating and productive internal and client workshops and meetings. Often told my sessions have been the highlight of the week (or, on one occasion, the year!)
- Managed interns, providing bespoke and meaningful experiences for young people to help develop their soft and hard skills.

Highlights:

- Responsible for creating new tone of voice for global cider brand, including naming and transversal principles, and writing FOP and BOP copy across ranges.
- Led the strategy and creative copywriting to create an ambitious and effective campaign concept for MitoQ:
 - 100% listen through rate on podcast ads, 3.4% CTR on display ads (compared to 0.25 % expected), 77-79% completion on videos (higher than usual 30-50% for brand)
- Responsible for an inspiring place brand strategy for two London property developments, rethinking brand and the codes of luxury in the property space to create more meaningful communities.
- Responsible for developing a new positioning and brand definition for one of 14 UK national museums. We propelled the iconic but struggling museum into a new space where they can own their controversial subject matter and rightful position as a national institution. This work has started to inform internal and external strategies for the organisation.
- Involved in university briefs, workshops with students, work experience and internships.

INTERN - June – August 2022

- Projects included space design and client presentation for Leeds2023's office and creating a disruptive experiential activation to pitch to VFC.

CHANNEL 4 X SHARPFUTURES

CONTENT CREATIVES TRAINEE - May – June 2022

- Selected for competitive scheme to help develop skills for employment in the creative industries.
- Adobe, creative ideation, content production, personal skills, and more.

THE INDEPENDENT

INTERN REPORTER: CULTURE DESK - April 2022

- Sourced stories and reporting on cultural trends and events for news and features.
- Over 550,000 article views on 30 articles in 2 weeks.

FREMAN COLLEGE (my old high school)

TEMPORARY ART, PHOTOGRAPHY & iMEDIA TEACHER - September – October 2021

- Planned lessons, taught classes, had pastoral responsibilities, and tasked with thinking of creative ways to make 13- to 18-year-olds care about stuff.

THE TAB

EDITOR IN CHIEF @ THE LEEDS TAB - January 2020 – April 2022

JOURNALIST @ THE LEEDS TAB & THE TAB UK - January 2020 – April 2022

- Responsible for the output and management of one of The Tab's largest university news sites, with a following of over 60,000 across platforms on a site with 3 million monthly readers.
- Managed a team of 30+ writers, provided training, generated agenda-setting ideas based on understanding of audience and trends, considered SEO, managed social media, sourced, wrote, and edited articles.
- Adaptable, respected, and reliable contributor of news and features to local and national sites.

MTV STUDIOS

WORK EXPERIENCE - June 2015

- A long time ago so not really relevant, but I pitched a campaign idea for Geordie Shore Series 11 promotion and it got developed, so I'm still proud!

EDUCATION

MA Arts Management & Heritage Studies (2021 - 2022)

- Merit
- Highlight: 88% in video essay, "Façade and Rebellion: Diversity and Inclusion in the Arts"

BA History of Art (2018 - 2021)

- 1st
- Highlight: 83% in my dissertation, "Vox Populism?: Exploring the production, distribution, and effects of contemporary British Political Remix Video"

A Levels (2016 - 2018)

- Fine Art (A*), English Literature (A), History (A), EPQ (A)

11 GCSE's (2016)

- A* - B

ACHIEVEMENTS

- M&C Saatchi Open House 2022
- St John's Ambulance Mental Health First Aider
- Code First Girls: Kickstarter Coding

VOLUNTEERING

- Slow Space Creative: Curator, Facilitator, and Artist Coordinator at charity repurposing disused retail spaces as accessible and welcoming creative hubs
- Sexpression UK: Sex Education Volunteer in schools, participating in radical near-peer approach to empowering young people with the ability to make safe and informed decisions about sex and relationships.

References available on request.