

Versatile brand, business and marketing strategy leader with 14 years experience in brand building, insights development, strategy development, campaign marketing, innovation, and brand experience planning.









## CONTACT







+ 44 77 6540 4513 minicoupar@gmail.com in za.linkedin.com/in/MarkCoupar

## EXPERIENCE **Brand Strategy**

### Appnovation Senior Consultant, Strategy London, UK

ppnovation

I guided clients to develop brands that compounded advantage and unlocked valuable opportunities for exceptional brand experiences. I lead cross-functional teams in delivering practical direction for c-suite clients through brand discovery, CX audits, experience mapping and customer journey mapping.

Clients: Philip Morris International, BDO Global, Astra Zeneca, Danone, Alpro, Bridgestone Mobility Solutions, Abcam, RedEye and SureView.





I designed culturally relevant brands & products using strategic models, astute consumer understanding, and impactful creative work. I engaged with clients across the GCC and crafted memorable brands with rich experiences. Clients: Nike, Foot Locker, HMD Nokia, Spinneys, KPMG, Singapore Tourism, UAE Prime Ministers Office and AMANA Contracting.

#### Cheil MEA Head of Strategy *Dubai*, *UAE*



I added strategic intent and robustness to localised creative and experiential proposals that grounded them in regional insights with purposeful results. Clients: Samsung Electronics, Nespresso, Ferrari and Du Telecoms.

### The Jupiter Drawing Room Brand & Digital Strategist Cape Town, RSA



SKILLS

2015 - '16

I birthed traditional brands into the digital age. I championed digitisation to translate brand strategies into digital strategy and activation delivering impactful growth results.

Clients: Hyundai South Africa, MediClinic, Protea Hotels, Virgin Group and Budget Insurance.

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# EXPERIENCE Account Management



Quirk eMarketing Account Director Cape Town, RSA

I composed networks of intricate consumer touchpoints to deliver brand and business results for clients. I managed multidisciplinary campaigns with web development, social media curation, and content production. We achieved positive ROI measured in both sales and experience equity.

Clients: Distell South Africa, Savana Cider, Hunters Cider and BrandsEye.



**J.Walter Thompson** Account Manager *Cape Town, RSA* 



**Clients:** J&B, Smirnoff and Diageo South Africa.



### Oscar Tango Marketing Account Manager Cape Town, RSA



I harvested data led insights to grow loyalty programmes. I improved profitability of the Levi's loyalty program by 150% and grew the database by

Clients: Levi Strauss South Africa, Johnny Walker, J&B, General Motors and Diageo.

### UCATION



Stellenbosch University South Africa 2006 - 2008 Bachelor of Commerce in Strategic Marketing and **Economics** 



Google Analytics Gallup Strengths Finder **Toast Masters** 

LANGUAGES

**Native** 

Basic Dutch

### INTERESTS

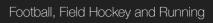


MS Office, Keynote, CMS, Social Media



Presentation and Public Speaking







Music, Movies, Series and Photography