

Mark Coupar

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.



London, United Kingdom



South African



Eligible to work in UK



Available Immediately

CONTACT



+ 44 77 6540 4513



minicoupar@gmail.com



za.linkedin.com/in/MarkCoupar

EXPERIENCE **Brand Strategy**



Appnovation Senior Consultant, Strategy *London, UK*

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.

2021 - 2023

Appnovation



BPG Group Integrated Strategy Manager *Dubai, UAE*

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.

2017 - 2021



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.

2016 - '17

Cheil



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

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.

2015 - '16



SKILLS

Brand Purpose
Brand Architecture
Brand Positioning

Brand Impact Mapping
Brand Workshops
Motivation Mapping

Creative Briefing
Consumer Insights
Presentation/Playback

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EXPERIENCE **Account Management**



2013 - '15

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.



2011 - '13

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

I managed the J&B Met, South Africa's biggest sports sponsorship. I coordinated multiple stakeholders in the process of designing, executing and promoting the event. We successfully launched a new brand platform for J&B.

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



2009 - '11

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 105%.

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

EDUCATION



Stellenbosch University South Africa

2006 - 2008

Bachelor of Commerce in Strategic Marketing and Economics



Google Analytics

Gallup Strengths Finder

Toast Masters

LANGUAGES

Native

English; Afrikaans

Basic

Dutch

INTERESTS



MS Office, Keynote, CMS, Social Media



Presentation and Public Speaking



Football, Field Hockey and Running



Music, Movies, Series and Photography