

# FRIDA KOPS

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## JUST ANOTHER DIGITAL MARKETER? NO!

I help businesses by defining and delivering creative marketing campaigns to drive sales, maintain an engaged customer base, and strengthen loyalty.

Igniting growth and aligning who you are with who your customers are is my passion.

In particular, I craft, manage and implement strategy for product launch, email and social media campaigns. Measuring and monitoring performance against KPIs and adapting to refine a successful 360 customer journey.

For more about me, portfolio case studies and my favourite hiking spots, visit: [fridakops.com](https://fridakops.com)

## EXPERIENCE

### FREELANCE DIGITAL MARKETING MANAGER

*10X TRAVEL, AUG '19 - PRESENT*

Martech company specialising in the travel industry.

- Demonstrated **resourcefulness** and **creativity** prior to and throughout covid-19 by producing innovative, successful and measurable digital marketing campaigns to drive top and middle of funnel growth and qualified leads to sales. Includes product launch, webinar, and creation of online course content.
- Created and delivered **email marketing strategies** that have **resulted in incremental growth** in customer engagement and proven to influence revenue.
- Devised, executed and refined according to data the **social media strategy** for both organic and paid social across 3 social platforms and 8 accounts.
- **Management** of the marketing team and external agencies, including budget, payment, project oversight, and review cycles. I also have a **passion for mentoring**.
- **Strong collaborator** who recognises the power of integrating both sales & marketing teams.
- **Analytical mindset** to continuously evolve and adapt marketing strategies according to data.
- Ownership of WordPress website content and SEO to support a **consistent and high-quality image** of the company in the market. Includes **landing page copywriting**, blog article writing, and liaising with third party agencies.
- Defined new processes and systems that improved marketing efficiency both from a speed and cost point of view. I am an **advocate of playbooks** and brought in **Hubspot** Sales & Marketing Hub.

[View the 10x Travel Case Study](#)

### COPYWRITER, EDITOR & DIGITAL MARKETING CONSULTANT

*FREELANCE, NOV '18 - AUG '19*

I helped small businesses and influencers across various B2C sectors including health and fitness, lifestyle, fashion, fashion accessories and jewellery, construction, and domestic services.

- Copywriter for websites, landing pages, and advertising.
- Collaborated with business owners to define brand values, tone, mission statement and style guides.
- Devised and executed email campaigns and automated sequences for fashion e-commerce brands.
- Brainstormed new and creative growth strategies.
- Formed social media strategy, editorial calendar and content creation, including graphic design.
- Blog article writing, editorial and proofreading.

## **BRAND & BUSINESS DEVELOPMENT MANAGER**

*CAA-GBG, AUG '17 - NOV '18*

CAA-GBG is a global brand management and brand extension agency with 24 offices across 20 countries.

- Brand Manager for 20th Century FOX across EMEA. Responsibilities included financial budgeting, strategy across the Brand portfolio, managing deals across EMEA, account management of UK licensees, overseeing fashion and art collaborations, generating new business.
- Brand Manager for Coca-Cola (UK).
- Category sales responsibilities for publishing, softlines, accessories and food and beverage
- Negotiation of contracts, forecasting, and submitting information working with internal stakeholders
- Identifying new business opportunities in both licensed and retail side of the business
- Working with key licensees, category leads, retail analytics and other key stakeholders to deliver key objectives and strategies
- Creative design work building press packs, decks, presentations.

[View the CAA-GBG Case Study](#)

## **MUSIC AGENT ASSISTANT**

*WME ENTERTAINMENT, FEB '16 - AUG '17*

Assistant to Partner and Co-Head of London's Music Dept. Client list includes: Björk, Calvin Harris, Fatboy Slim, LCD Soundsystem, Madness, Massive Attack, M.I.A, Dua Lipa and Black Coffee. My responsibilities included:

- Building solid relationships with artist management
- Weekly offer reports and issuing contracts to artist management, tour managers and promoters
- Liaising between promoters and tour managers regarding invoices and withholding tax
- Payment chasing and settling of shows.
- Working with promoter, management, record label from offer to confirmation of shows and/or tour to completion, including artwork approvals.

## **DIRECTOR / OWNER**

*FRIDA & FREYA, JULY, '12 - FEB '16*

As a side hustle, I ran an e-commerce jewellery business. I hugely enjoyed the responsibility, flexibility and variety that running your own online B2C company offers. Tasks that I carried out include but not limited to:

- Setting up a limited company and brand creation
- Identifying the customer market/demographic and competitor analysis
- Retail buying – sourcing from jewellery designers and wholesalers
- Copywriting, content creation and blogging
- Creating and full management of the website using Shopify
- Creative director on photoshoots from concept moodboards, styling and management
- Engagement on social media platforms
- Creating mail shots, promotional campaigns, press send outs
- Building contacts, maintaining relationships, ensuring great customer service
- Representing the brand through networking, blogger events, trade shows, fashion week.

## QUALIFICATIONS

- Adobe InDesign & Lightroom CC Course
- Legal Practice Course, Distinction, at BPP Law School
- Bachelor of Laws (LLB), 2:1 at University of Kent
- A Levels, Media Studies (A), English Lit. (B), English Lang. (B)
- GCSEs, Grade A x8 , Grade B x2

## SKILLS

Google Analytics, Facebook Ads, Hubspot, Wordpress, Kajabi, Webinarjam, Airtable, UTM tracking, Active Campaign, Adobe InDesign.

Solid understanding of project management software - Asana, Hubspot, Slack.

## REFERENCES

Available on request.