



## PATRICK COOPER

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/patrickgregorycooper

## EXPERTISE

- Brand strategy & positioning
- Multi-channel communications
- Qualitative & quantitative consumer research
- Brand & business growth analysis
- Strategic brief & presentation creation (CMO/CEO-level)
- Multidisciplinary team collaboration
- Consumer journey development
- Management of others
- Great partner to creative teams for idea development
- Storytelling that inspires clients
- Data analysis, synthesis, and implementation

## SKILL DEVELOPMENT

- IDEO U: From Ideas to Actions (2017)
- Harvard Business Online: Sustainable Business Strategy Certificate (2022)

## RECENT AWARDS

2019 Effies Award for Media Idea  
Wingstop High-Atus - BRONZE

2021 Shorty Impact Awards  
QuickBooks x Compton Girls Club  
G.IRL Incubator - GOLD

## EDUCATION

**Bachelor of Science, Marketing:  
Advertising and Promotions**  
MISSOURI STATE UNIVERSITY  
Overall GPA: 3.97/4.0  
Missouri State Ad Team Member:  
Winners of a National Ad Competition

**Master of Business Administration,  
Marketing**  
MISSOURI STATE UNIVERSITY

## EXPERIENCE.

Total: 10 years of strategic leadership in brand positioning, comms planning, and business consulting.

### ▶ BRAND STRATEGY DIRECTOR

Wieden & Kennedy (Portland, OR) // August 2022 - March 2024

**Client: Visa (Global & North America)**

- Led the creative strategy of Visa's North American IMC campaigns across their largest partnerships, the NFL and Olympics, as well as their priority business areas: eCommerce, Tap to Pay, and Travel.
- Helped develop and launch a new global brand platform for Visa and onboarded regional marketers, as well as cross-agency teams, across the world to ensure the strategy was applied consistently.

### ▶ ASSOCIATE STRATEGY DIRECTOR (Previous: Senior Strategist & Strategist)

TBWA/Chiat/Day (Los Angeles, CA) // March 2019 - July 2022

**Client: Principal Financial Group, Blue Diamond Growers, Discover Financial Services, QuickBooks**

- Shifted the Principal brand to become solely focused on a B2B audience to help drive internal business objectives. Then launched an IMC campaign to reach this target audience and help increase awareness and consideration of Principal for Group Benefits.
- Launched the continuation of the Blue Diamond Almonds' "Super Flavor all on a Superfood" brand platform to help drive HH penetration among new snack customers.

**OTHER POSITIONS:** Barkley (2014-2019) - Strategist, Associate Strategist, Media Activation Manager

**OTHER CLIENTS:** Wingstop, Wawa, Square Enix, Big O Tires, S'well, Del Taco, Winnebago, Russell Athletic

## SKILLSETS.

### 1. Strategic leadership across global- and national-level campaigns.

I have led the strategic planning for multiple IMC campaigns for brands like Quickbooks, Visa, Principal, and Blue Diamond Almonds that included multi-agency collaboration and global guidance for creative implementation.

### 2. In-depth consumer research that led to powerful insights.

I have conducted qualitative and quantitative consumer research to inspire campaign briefs and test creative ideas. This research has included such things as a Winnebago road trip to camp sites to hear about RV owners' passion for travel and a 5-city tour of NFL fan bases to better understand their love of football. It also includes product launch focus groups, creative stim testing, and proprietary studies to develop thought leadership.

### 3. Development of briefs for ideas that can breakthrough culture and social.

I have developed briefs that have led to creative ideas that set record sales for Wingstop orders on 4/20, made Bills football fans cry (and talk about it on social), and utilized the pop-culture fandoms of Karate Kid and Ghost Busters to change perceptions of the QuickBooks brand.

### 4. Collaboration with creative teams and manager of others.

My skillsets don't just stop at the brief writing phase, I love to be a collaborator with creative teams – uncovering insights to take their ideas to the next level and even providing a few of my own thoughts starters to get to the best work possible. I also have experience managing junior strategists on an ongoing basis.

## CASE STUDIES.



### QuickBooks: Happy Business

**Challenge:** The business software category is crowded. But even with all this competition, QuickBooks' biggest competitor is the notepad and box of receipts that 90% of small business owners use to manage their finances. This is leading to a lot of wasted time and unhappiness. What's stopping them from using QuickBooks? The fear that it will be complicated to set up and run.

**Solution:** To show the simplicity of QuickBooks and prove its ability to transform a business, we recruited grumpy small business owners from pop culture. They told their stories of how using QuickBooks helped them go from bad-tempered to happy, once they were saving time with smarter, easy-to-use business tools. Resulting in a 30% lift in consideration and increased sign-ups by 30%.



### Wingstop: 4/20 High-Atus

**Challenge:** Throughout the year, Wingstop and 'weed' were mentioned over 23,000 times on social media. Customers clearly understood the legendary flavor of Wingstop wings and their ability to satisfy any crave. So on 4/20, when marijuana enthusiasts began their holiday celebrations, the desire for flavor-packed wings would be at an all-time high. We just needed to be in the right place at the right time when the crave hit.

**Solution:** To reach our fans participating in the festivities, we tapped into one of the largest rituals on this holiday...binge watching. As people began streaming shows, they would be served a compilation of Wingstop ads, each getting trippier and trippier. Resulting in a 46% inc. in transactions YOY & doubled online order revenue YOY.