

Nicole Koopman

Digital Marketing Manager

Expertise in developing and executing comprehensive digital marketing plans, managing campaigns, and driving revenue growth. Skilled in social media management, content creation, SEO optimization, and brand development. Passionate about creating engaging content and utilizing data-driven insights to deliver measurable results.

Contact

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Address

Paddington, W2 6HP

Portfolio

www.nicolekoopman.com

Expertise

- Digital Strategy
- Campaign Management
- Event Planning and Management
- PR Strategies
- Email Marketing
- Social Media Management
- SEO Optimization
- Influencer Collaboration
- Data Analysis
- Content Creation
- Brand Development

Language

English

Afrikaans

London Work Experience

Oct 2022 - Feb 2024

THE ATHENAEUM HOTEL & RESIDENCES | MARKETING MANAGER

Core Functions:

- Annual marketing strategy ownership, adapting monthly to industry shifts and booking trends.
- Fostered B2B relationships, securing consistent group bookings in a competitive market.
- Cultivated relationships with local and international travel agents through strategic campaigns.
- Established the hotel as a top choice for high net worth B2B and B2C clients.
- Full ownership of Owned & Paid Media marketing strategy.
- Strategic influencer collaboration, management and verification.
- Strategic planning and development of social media platforms: [Facebook](#), [TikTok](#), [Instagram](#), [LinkedIn](#).
- Website management, maintenance, and blog writing.
- Media Events: Concept & Management.
- Management of PR & Ad agencies.

Key Achievements:

- Strategic email campaigns: average opening rate of **46%** and each campaign generating an average of **£25k revenue**.
- Grown Instagram account by **7k followers**.
- Optimized paid campaigns to retarget and increase **ROAS from 6 to 17**.

Independent Contracting

2021 - 2022

The pandemic's impacts unfortunately led me to start freelancing. Working remotely from South Africa, I retained local and international clients who needed SMM & DMM services during the period between March 2021 - Oct 2022 as listed below.

CALVER IMMIGRATION, NORTH AMERICA

DIGITAL MARKETING MANAGER

Core functions:

- Annual planning: social media & digital marketing strategy
- Drive awareness, increase website traffic to retain clients.
- Blog writing for the immigration industry.
- Paid advertising Campaigns - Google, Facebook, LinkedIn, YouTube
- Content creation for the website, [Facebook](#), [LinkedIn](#), [Instagram](#), and [YouTube](#)

Key Achievements:

- Grew email subscribers from **13k to 32k**, increasing the **clickthrough rate by 20%**.
- Started the company [TikTok](#) account that I grew from **0 to 35k followers**.
- Repositioned the brand from general immigration services to specialised business immigration - generating more high value leads that converted to clients.
- My YouTube content strategy helped grow subscribers from **6k to 10k**.

PRIMEPIXELS MARKETING AGENCY, UK

DIGITAL MARKETING MANAGER

Core functions:

- Develop effective digital marketing plans & KPI targeting.
- Analytics & Reporting
- Content creation for socials & Paid Advertising
- Copywriting

MOSS PROPERTIES, UK

DIGITAL MARKETING MANAGER

Core functions:

- Developed and managed strategic marketing plans.
- Ensured brand consistency across all platforms.
- Defined KPIs and monitored campaign success.
- Created and managed digital content.
- SEO Optimisation.
- Authored blog posts.
- Implemented paid advertising campaigns.

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Work Experience Continued

PEPPERCLUB HOTEL | MARKETING & BRAND MANAGER

CAPE TOWN, SOUTH AFRICA | MAR 2020 - MAR 2021

I started at Pepperclub only two weeks before South Africa's COVID lockdown was announced. Along with the uncharted waters post-lockdown and what it meant for the travel industry, I was able to adapt, grow and make a big impact in my role here. Sadly, after one year, the pandemic had impacted the hotel to a point where many, including myself, had to move on.

Core Functions:

- Created strategic marketing plans, budgets, and implemented media programs to drive revenue and brand awareness.
- Collaborated with on-site team to develop tailored offers based on occupancy needs.
- Managed social media, websites, digital/print advertising, email, and collateral.
- Oversaw visual asset strategy, budgeting, and photo/video shoots.
- Led website development and content strategy, identifying partnership opportunities.
- Managed online marketing planning, budgeting, and monthly reporting.
- Oversaw hotel loyalty program management and growth.
- Conducted Google Analytics, created PPC campaigns, and provided data-driven insights.

Key Achievements:

- Developed & Launched Pepperclub Protect, a comprehensive sub-brand for COVID-19 health and safety protocols.
- Collaborated with on-site team to develop tailored offers based on occupancy needs & formed partnerships to enhance guest experiences outside of the hotel.
- Event Management: Successful post-COVID Menu Launches & Brand Partnerships

NITIDA WINE ESTATE | MARKETING MANAGER

CAPE TOWN, SOUTH AFRICA | JUL 2019 - MAR 2020

Following my return to South Africa from Bahrain, my objective was to become a part of an in-house team. My aim was to delve deeper into the application of my expertise specifically for a single brand.

Core Functions:

- Photo & Videography (Production and editing)
- Branding
- Strategy
- Content Curating & Social Media Management
- Wine Club Growth Management
- Event Management
- Label design & Copywriting
- Marketing support for two restaurants on the farm as well as the tasting room
- AdWords & Paid Advertising
- Web Development & maintenance
- SEO

SOCIAL MEDIA MANAGER:

KINGDOM OF BAHRAIN | JAN 2016 - MAY 2019

This is where my marketing career started. My first client being a top Middle Eastern property development company in KSA and Bahrain - my career snowballed from there and I learned so much during my 4 years at Ignite.

Core Functions:

- Strategy
- Content Curation & Social Media Management
- Communications & PR
- Maintenance of brand integrity across all company marketing initiatives
- Social Media Account Manager to multiple client accounts
- Photo & Videography (Production and editing)
- Branding
- Graphic Design & Motion Graphics
- Web development