



Marketing Portfolio

Brad Chuck

Painting the Picture

2 November 2020



What is a Brad Chuck?

A full services Marketing, PR, Sales, Event and Content Creation Professional with over 20 years experience in supporting business growth in B2B and B2C sectors

Or

"A Roll-Your-Sleeves-Up digital minded professional who likes to get things done"

How do I grow a business? By following my 5
step Marketing Plan



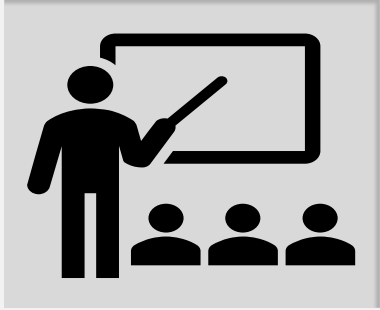
Research, Analysis, Formulate, Deliberate, Deliver





My Qualifications and
Education

My Sector Experiences



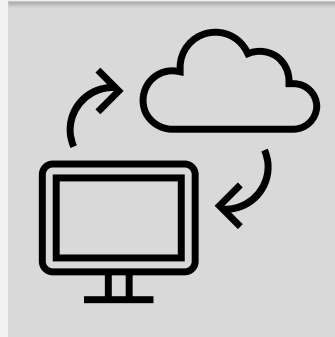
7 Years

Education



12 Years

Finance



15 Years

Technology



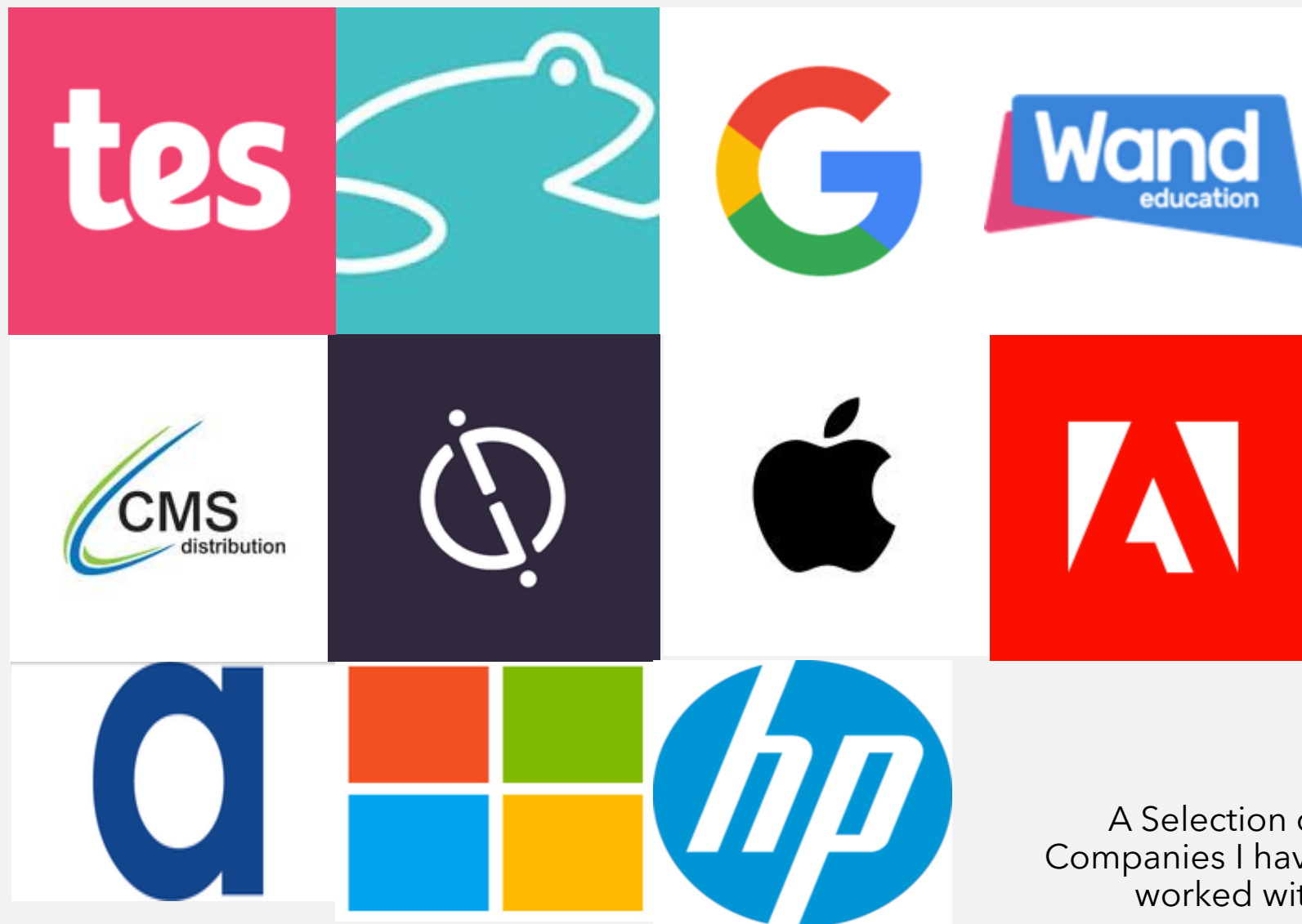
5 Years

Food & Drink

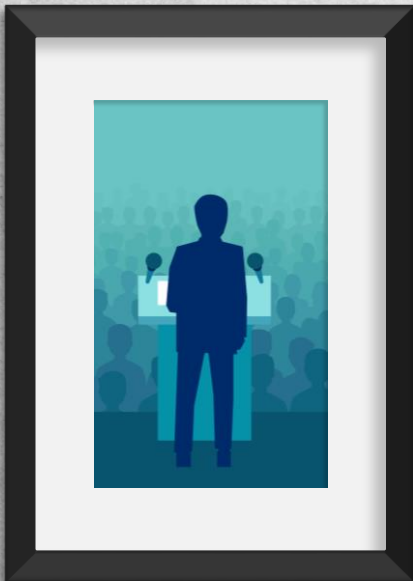


8 Years

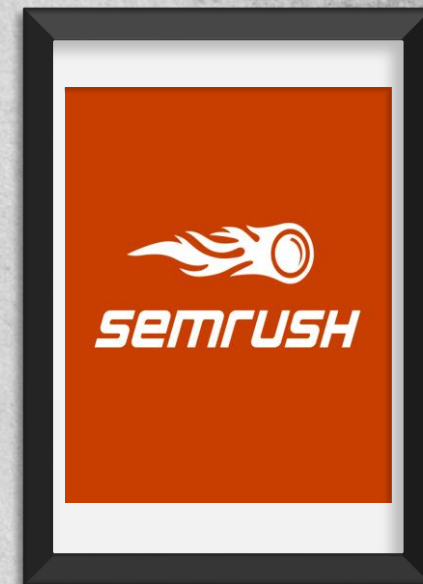
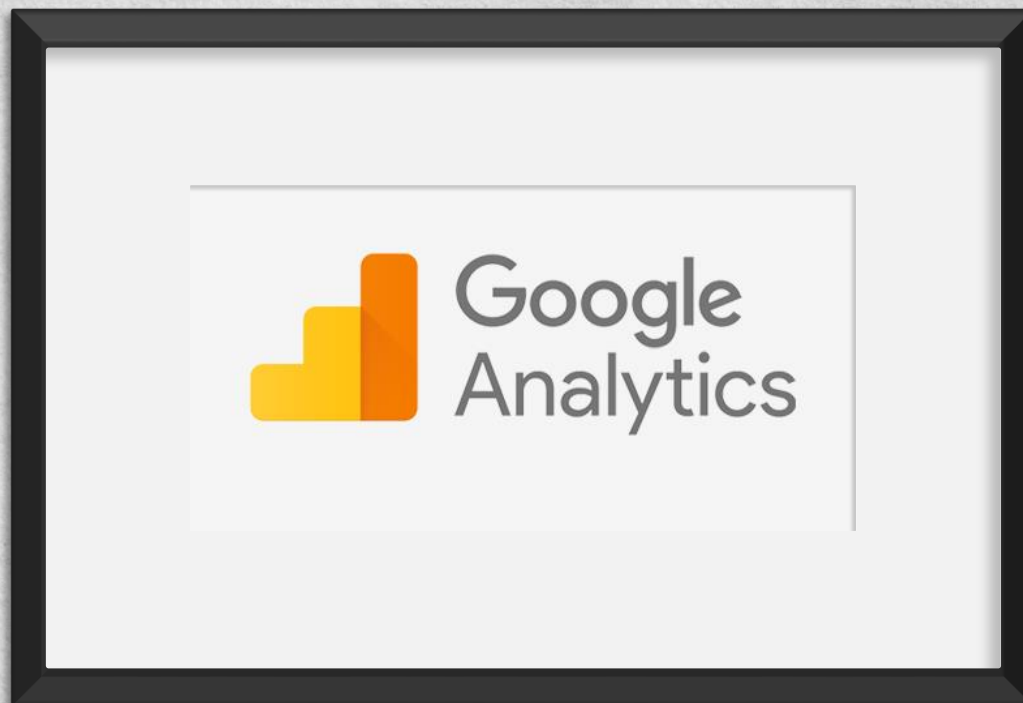
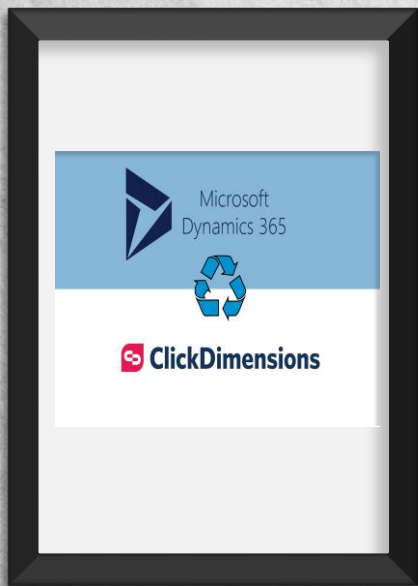
Retail



A Selection of
Companies I have
worked with



My core marketing and promotion skills



My Marketing Tools Expertise



Examples of my work

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large – it is how we drive leads for business growth



15 May 2020 | Marketing

How can a Business survive a recession?

Unfortunately, there is no magic wand to wave and for all this just to go away. The situation is clear, and the need for action is obvious.

[Continue Reading](#)



10.04.2018

B2B MARKETING MASTERCLASSING IN LONDON

WITH KEYNOTE SPEAKER **BRAD CHUCK** MARKETING MANAGER, ACADEMIA



PHISHING FOR A SCAM – WHAT TO LOOK OUT FOR WITH UNSOLICITED EMAILS

Phishing is the fraudulent attempt to obtain sensitive information such as usernames, passwords and credit card details by disguising oneself as a trustworthy entity in an electronic communication (email) ...



03 Jul 14 things any Business needs to succeed

Posted at 14:22h in News by Brad Chuck

What does a Business need to be successful in a modern-day environment? What are the essential business needs that each start-up and new company must abide too? ...

[Read More](#)



academia
for education

Brad Chuck
Title: Digital Marketing Manager
Organization: Sectorlight
Location: London, United Kingdom
Member Since: 2017
Contributions: Judge



Tell your Story COMPETITION!

Win the chance to tell your story of... *A Special Journey*

In July 2017, CommonEverybody are launching a competition in collaboration with PositiveNegatives and their education charity, Why Comics? and SCOP Magazine.

The Challenge: Write a story under the theme 'A Special Journey'. It can be a story about you or someone else taking a physical and/or emotional journey e.g. starting a new school or moving countries, visiting someone very special that changed how you feel etc. If you don't want to write about yourself, why not ask a family member or friend to tell you their story? Maybe your grandparents have some interesting stories to tell too?

The Prize
The winning story from each category will be turned into an amazing comic by one of PositiveNegatives brilliant professional artists and published in SCOP's October 2017 edition. The winners will have the chance to talk to the artist about their story too!

Return on Investment for Teacher Time

How much is your school spending on planning, marking and reporting?



Brad Chuck Introducing the HP funded eve...

Watch later Share

0:19 / 2:10

Categories: B2B, B2C, Content, Innovation & Trends, Research, Strategy & Operations, Technology



Brad Chuck
7 August 2020

Share:    

The Power of Press and PR in Marketing

Press and public relations have a pivotal part to play in the brand success of a company. How do the media perceive your business, and what is your relationship with publicity contacts?

A trained journalist, qualified content producer, blogger, vlogger and a member of the NUJ – Content is my way of promoting brands to grow a business



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eCommerce



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Re-launched the eCommerce platform to mirror marketing efforts for the B2C home community with new PR approach and direct customer marketing



Re-Wrote the eCommerce content and devised new strategy promoting car cleaning products to B2B and B2C consumers

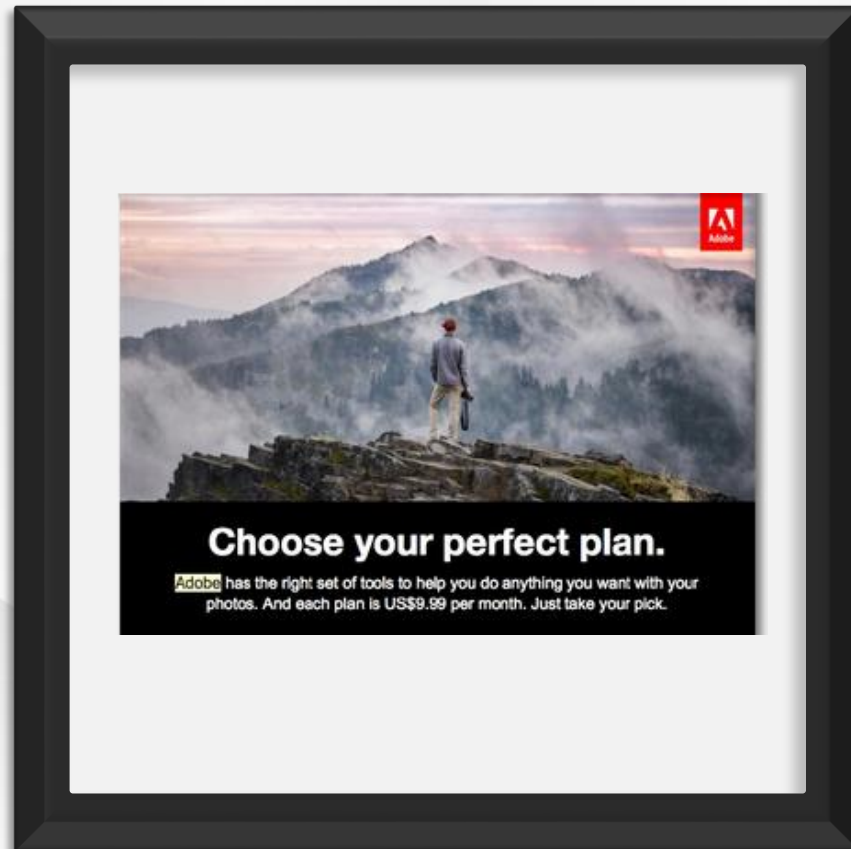


Built and launched the education technology platform for students to buy cheaper tech products via digital promotion with grade A tech partners

Email Marketing



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Adobe - Choose your plan

A one-click email promotion to offer a limited but direct choice for consumers to engage and answer a simple question



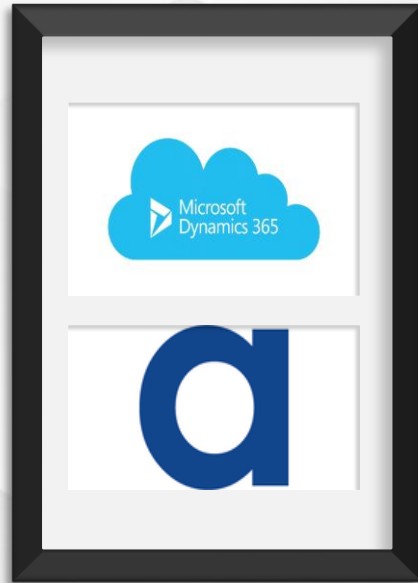
Where Pass London

Working with KidRated to build a multiple click email with graphic content to drive CTR to relevant landing pages

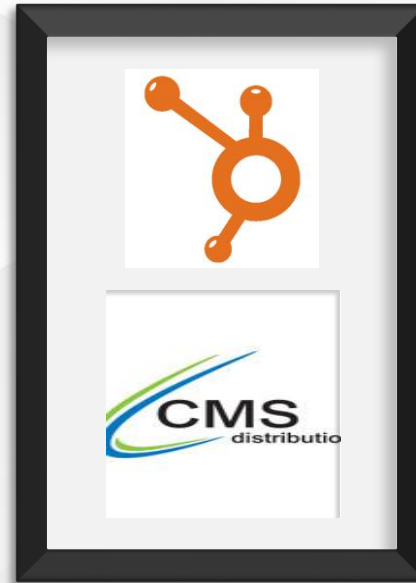
CRM integration



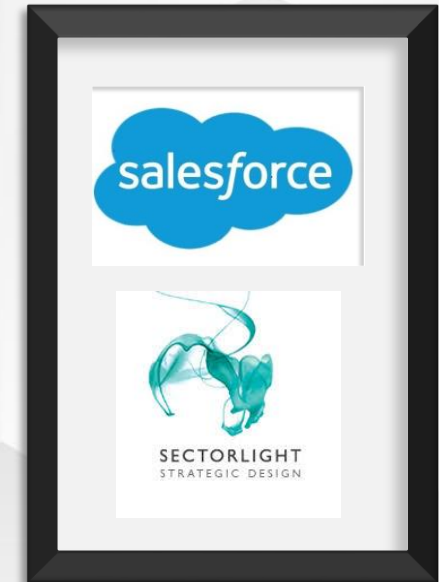
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Integrated Microsoft Dynamics into the Academia group as new Sales and Marketing Automation solution



Created new HubSpot CRM system for CMS Distribution to support the data retention and marketing measurement efforts

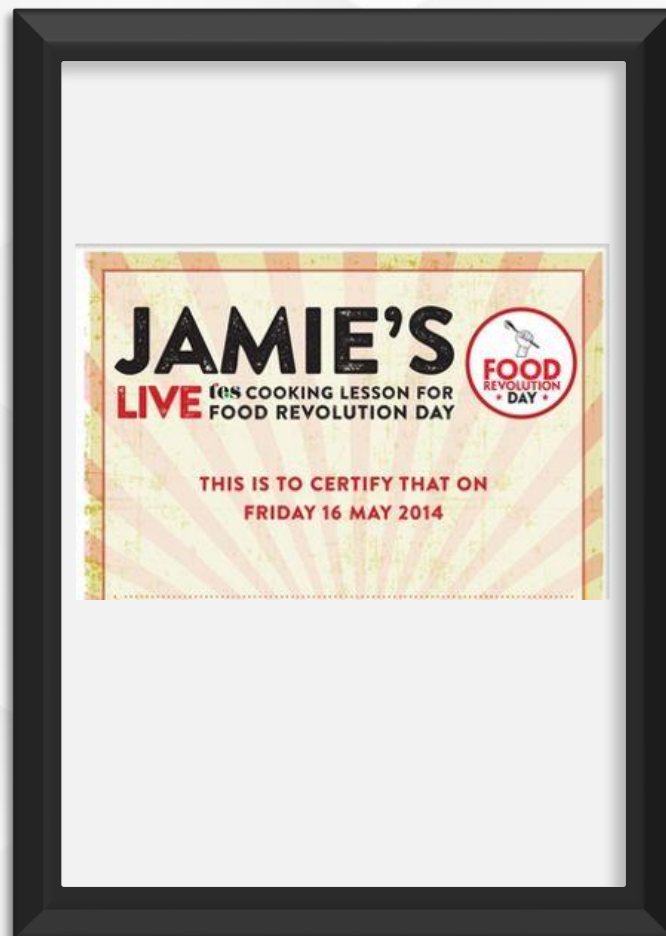


Introduced the Salesforce Cloud CRM to support lead retention for Sectorlight Agency

Press and PR

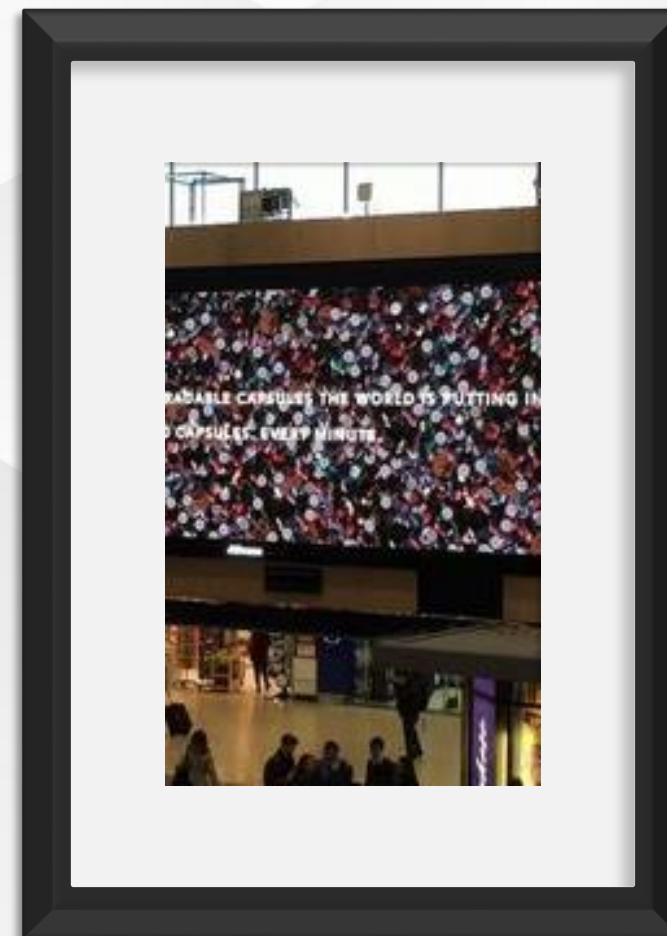


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Jamie Oliver Food Revolution

Part of the TES team that helped the promotion and arrangement of the World Record live cookery show



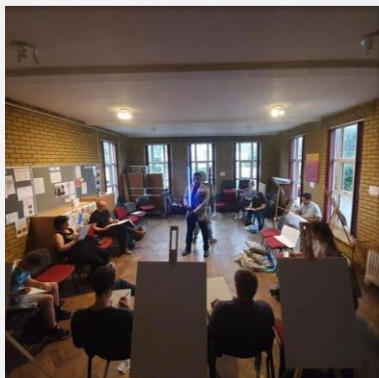
Halo Coffee Launch

Brokered deal with JD Decaux for the product launch of Halo Coffee, as well as publishing support in the trade press

Event Marketing



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Organised local Exhibitions to showcase live product and services to selective customer audience



Run multiple stands at trade shows to drive attendance and brand awareness



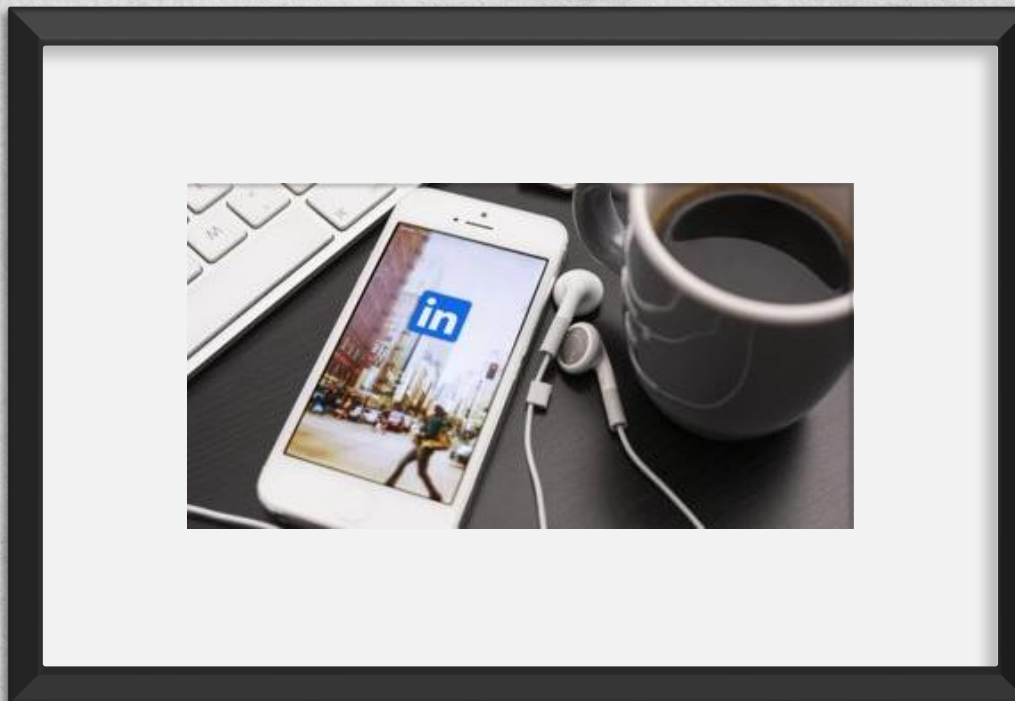
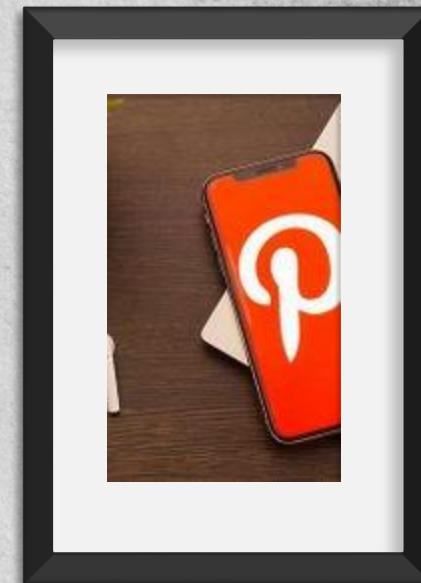
Created and presented a series of conferences mixed with social events to drive product awareness and promote networking opportunities



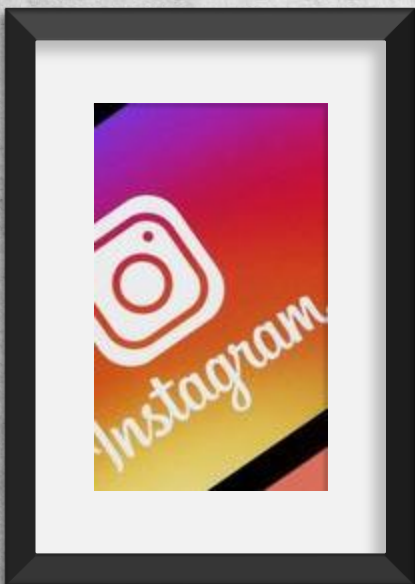
Social Media



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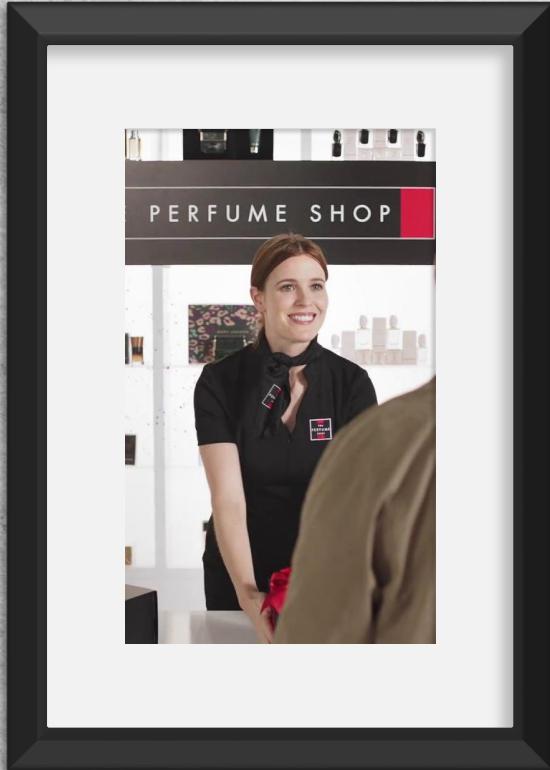
Fully accredited and trained to run multiple campaigns across all social media formats, I use social listening tools to grow audience and drive brand awareness



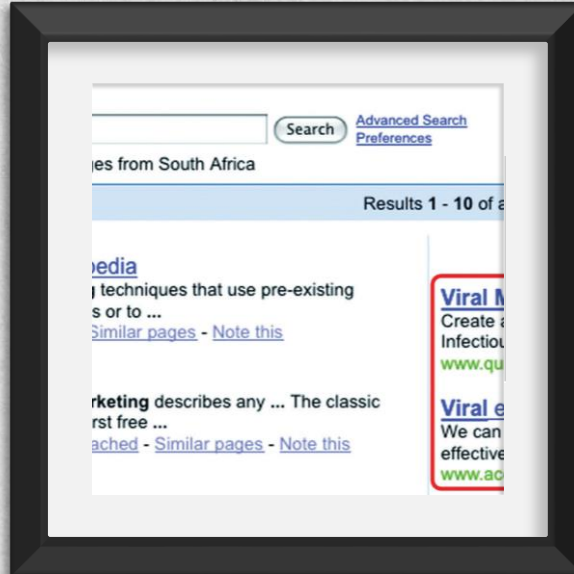
Paid Digital Marketing



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Worked with The Perfume Shop to promote a YouTube Targeting Tool to overlay adverts for celebrity perfumes on targeted matching celebrity YouTube videos.



Worked with Quirk on a targeted PPC campaign to drive service awareness in marketing space – best performed campaign of 2017 in the space



I have worked with Simplifi, MediaMath, Rubicon, PubMatic, SmartyAds and TubeMogul on the management of several large scale programmatic marketing campaigns for start up and large business promotion across the globe

Leadership and Management



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Led a team of 22 Marketing, Sales, Event
and Customer Service employees at TES
Global



Managed, repurposed, and restructured
a team of 15 marketing professionals at
CMS Distribution

Traditional Marketing



Brokered a deal with JCDcaux to purchase real-time information screen time at Euston Train Station to deliver Halo Coffee Pods Sustainably Message



Devised, created, edited and published The Educator magazine, a vendor backed publication to showcase the best in technology resources, services and hardware to the UK education sector



Designed a fresh, funky display advertisement campaign with the tag lines 'Get One of Your Fyffes A Day' and 'Go Bananas' to supplement merchandise promotion for the fruit brand

During the Global Pandemic of 2020, I had the opportunity to work on a number of Covid19 effected campaigns that supported local businesses in tough times - here are a select few:



Worked with the AutoGlym eCommerce team to rebrand, restructure and newly prioritise cleaning stock with added anti Coronavirus message - led to increased sells of cleaning equipment via the online store

Set up a PR stunt for the ARK team to be feature don local BBC news - this was supplemented with a digital marketing campaign to promote the message of healthy looking gardens during lockdown



Worked with the Branx Fitness owner to rebuild his marketing plan of action to target home owners wanting the same 'going to the gym' lifestyle with home gym equipment - huge surge in business stock fortunes with digital messages

Testimonials

“Brad was instrumental in helping me plan and execute my go to market strategy, empowering and enabling me to really drive the business.”

“helping me define our go to market strategy and utilising his connections to introduce us to potential partners”

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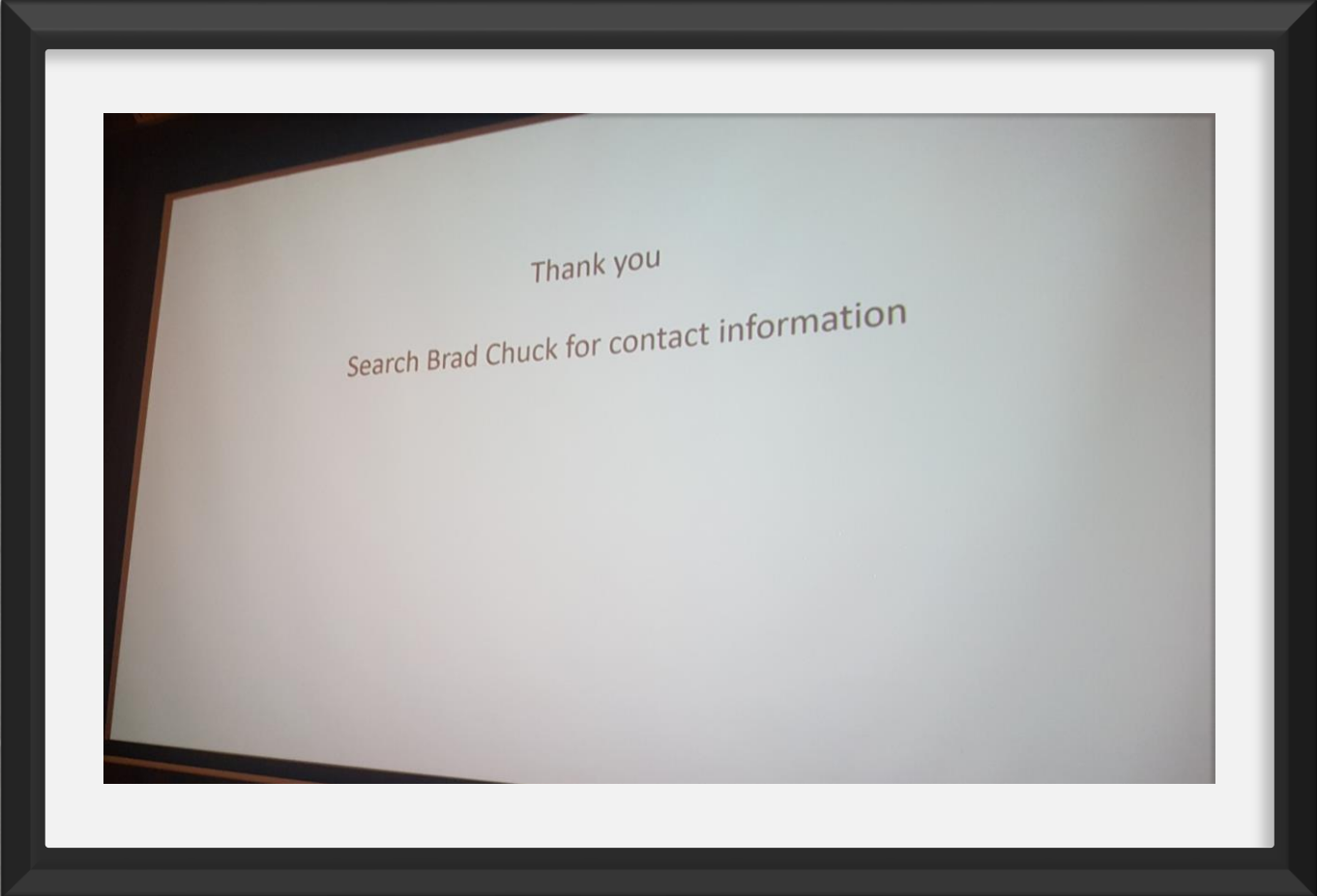
Working with Brad was not only a pleasure, but massively exciting. Brad is an ideas man who makes things happen. His energy and enthusiasm is contagious and he was always there to lean on or for an encouraging pep talk. I hope to have an ounce of the drive he has!

//

“A true 'Noisy' Marketeer if I ever have seen one.”

“His technical understanding of Marketing and his pragmatic know-how has been of great value to me”

See more at
<https://www.linkedin.com/in/bradchuck/>

A black rectangular frame with a white border contains a photograph of a presentation slide. The slide has a light blue background with a dark blue border. The text on the slide is white and reads "Thank you" and "Search Brad Chuck for contact information".

Thank you

Search Brad Chuck for contact information

Thank You