

CHIEF BRAND STRATEGIST
CEO NOIR ELITE CONSULTING & MANAGEMENT

DENISE COOPER

Marketing and Branding Client

Brookings Institution: Social Mobility Enhancing Network



About the Client

Brookings Institute: Social Mobility Enhancing Network

The Brookings Institution's, "How We Rise," project is a part of a series of research and analysis that help explain the dynamics of social connections and the policy solutions that intentionally focus on the social network determinants of economic mobility and equity.

Denise Cooper, of Noir Elite Consulting and Management, was hired to lead the branding of this research marketing campaign and manage the team of stakeholders at each step of the process.



Business

Marketing Strategy Overview

- ▶ Reenergize the directional vision to create innovative marketing strategies by moving the project forward with effectiveness and purpose
- ▶ Guide the digital marketing campaign to generate brand awareness within different populations to effectively reach target audiences
- ▶ Provide guidance and oversee all social media brand strategists for advanced external branding to engage community empowerment



Brand and Communications

Senior Consultant



"How We Rise" was a title I reconceptualized and implemented to appeal to the target audience in contrast to Social Mobility Enhancement Network.

To encourage participation, the name change created a more appealing and personal experience.

Spearheaded Research Campaign

Fostered the growth and implementation of The Brookings Institution's, 'Race, Prosperity, and Inclusion Initiative's Mobility Enhancing Social Network Study,' brand and campaign strategy

Collaborated with Leaders

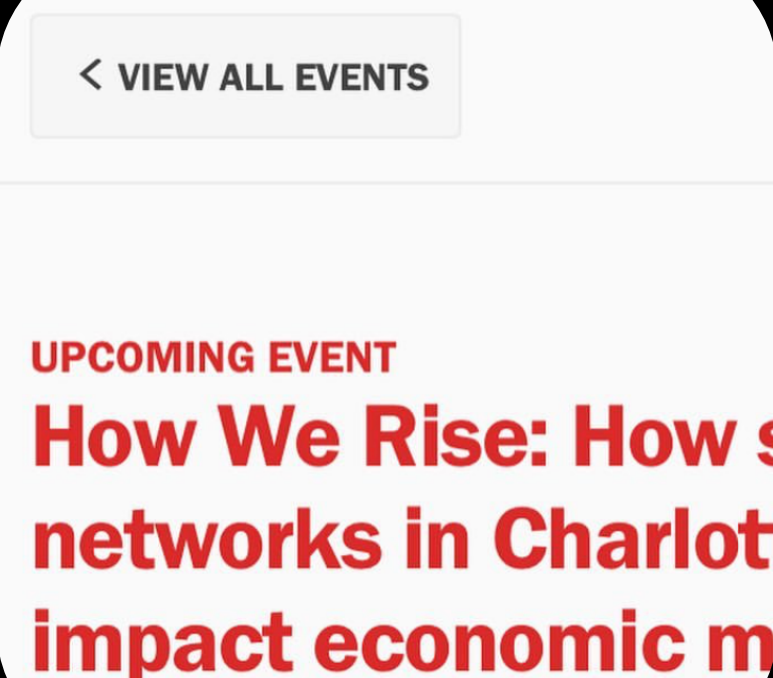
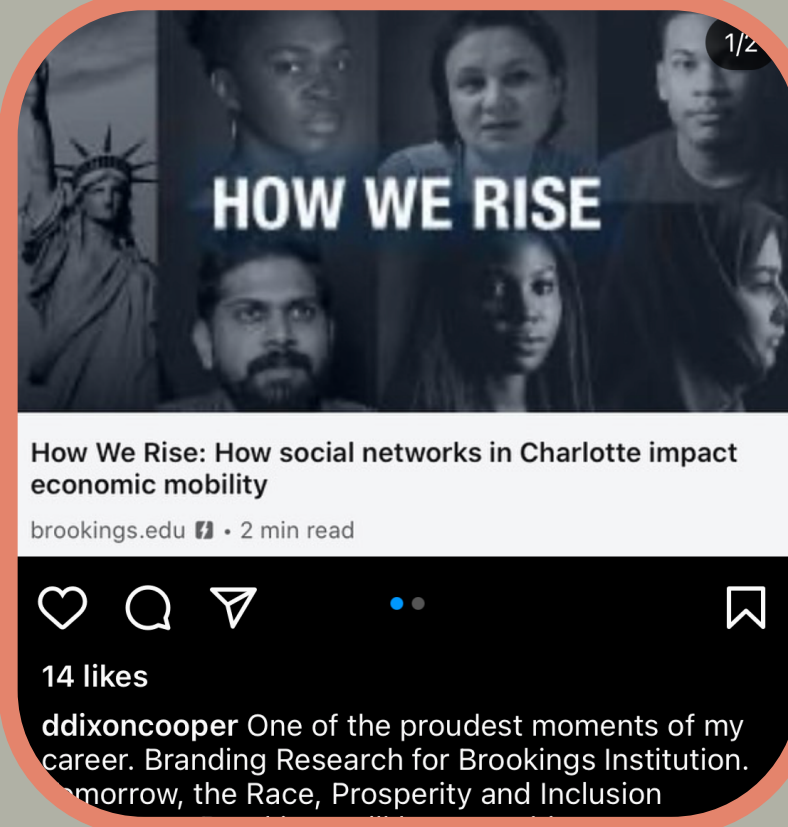
Partnered with leaders to evaluate, reassess, and reconfigure the project's elements to align with the campaign's mission and assisted in renaming the project "How We Rise," to appeal to the target participating audience

Managed Team from Inception to Completion

Collaborated with stakeholders to create a promotional strategy, guide content, and provide strategic development, including the website design, logo, and copy. Managed from start to finish.



Social Outreach



Social Media Creation and Management

Created Facebook, Instagram and YouTube accounts to promote campaign and events related to the How We Rise research project.

Logo and Graphics Design

Video Consult and Production

Conceptualized video ideas and assisted through production and director notes to execute the overall social message

Website Design, Copy & Webmaster

Marketing Outcomes

Approximately 216 people were recruited with 177 diverse participants being a part of the research using effective marketing

Facebook, Instagram, and YouTube social media management drew in participants who provided over 30,000 interpersonal network configurations analyzed

Concrete empirical findings submitted for research report and team and community engagement success

Professional relationships were developed and I was hired by the University of Maryland at College Park at the request of Dr. Rashawn Ray, Professor of Sociology to create two promotional videos for UMD's Anti-Black Racism Initiative and Public Safety Leadership and Administration Master's Program



— “

We had a brilliant marketer, Denise Cooper, that came in and introduced this concept of, "How We Rise. " It asked a question, it (juxtaposed) it. We are asking people to come in and give their feedback.

-George Metz

Community Liasion,

Race Prosperity and Inclusion Initiative Brookings Institution

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A portrait of Denise Cooper, a Black woman with long, wavy dark hair, wearing a bright yellow top. She is smiling and looking towards the camera.

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