



CHIEF BRAND STRATEGIST
CEO NOIR ELITE CONSULTING & MANAGEMENT

DENISE COOPER

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I am a creative brand strategist with 25 years of experience producing digital marketing campaigns, conceptualizing brand development and strategy, and designing websites and graphics for a diverse group of clients. I've operated Noir Elite Consulting and Management for 6 years and bring my positivity, business savviness, and analytical and organizational skills to each client. I lead with an innovative spirit and strive to bring the best outcomes to each client through my dedicated work ethic. I serve businesses, non-profit organizations, and higher education professionals, and assist in developing digital infrastructures, brand voice, and brand identities in the business, media, and entertainment industries.

EXPERIENCE

BRAND AND COMMUNICATIONS SENIOR CONSULTANT | THE BROOKINGS INSTITUTION | 2019-2020

- 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
- Created and maintained the strategic digital marketing plan and communicated key insights and action items through weekly team meetings
- 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
- 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.
- Developed tactical components for client media campaigns and generate insights, to ensure the reach of the target audience
- Ensured client's expectations, goals, and deadlines are met and exceeded
- Oversaw social media management on all major social media platforms
- Integrated brand insight leadership to engage digital media strategies, and lead the organization to global reach
- Conceptualized video ideas and assisted through production and director notes to execute the overall social message

Brookings Institution | www.brookings.edu/project/race-prosperity-and-inclusion-initiative/

Brookings is an American research group located in Washington, D.C., and conducts research and education in the social sciences, primarily in economics, tax policy, metropolitan policy, governance, foreign policy, global economy, and economic development.

EXPERIENCE CONTINUED

CHIEF MARKETING STRATEGIST | 2ND LIEUTENANT RICHARD W. COLLINS III FOUNDATION | 2018-2019

- Managed the development of program logistics and served as the brand manager for several projects, community initiatives and social media campaigns
- Provided strategic vision for the foundation's website, and conceptualized themes, content, and designs to highlight the organization's mission
- Established and advanced the foundations' platform by successfully developing communication strategies to increase awareness in the media and community regarding social justice trends
- Presented, organized, and produced promotional content for the visibility and brand cohesiveness
- Developed and managed organic and paid campaigns across a variety of social media channels (e.g., Facebook, Instagram, LinkedIn, Snapchat, Twitter, TikTok, etc.)
- Ensured client's expectations in terms of both quality and timeframe are met
- Collaborated closely with foundation founders to execute their vision. Mediated with Bowie State University to establish an endowed scholarship fund in memory of the foundation's namesake

The 2nd Lieutenant Richard W. Collins III Foundation | <https://www.richardcollinsfoundation.org/>

The Foundation was established in memory of 2nd Lt. Richard W. Collins III, who was murdered in a senseless act of hate on the University of Maryland Campus on May 20, 2017. Collins III was stabbed by a white man just days before his college graduation ceremony. The Foundation's mission is to invest in the education and empowerment of promising young Americans who've proven themselves to be outstanding citizens and are committed to working toward a hate-free, more just society for all.

MARKETING & SOCIAL MEDIA MANAGER • THE TRAYVON MARTIN FOUNDATION • 2017-PRESENT

- Spearheaded the implementation and development of the Trayvon Martin Foundation's digital footprint, including website concept, design, and launch, and providing ongoing webmaster duties
- Coordinated a multi-platform media campaign with an estimated budget of \$20,000 and oversaw corporate sponsorships
- Assisted in the development of a strong pipeline of new business opportunities through direct and indirect contact and prospecting
- Instituted and managed all social media accounts on major channels, creating organic content and paid campaigns to garner regional and international outreach and support
- Established a merchandising site to drive revenue, gained a 'verified' status on social media and thousands of followers (34.1K on Instagram)
- Formulated telecommunications protocol and foundation's IT policy
- Coordinate and advance the foundation's programming, high-profile and multifaceted digital marketing campaigns, and social justice engagements, providing hands-on leadership from implementation to completion of each operation
- Conceptualize and created marketing endorsements including; promotional branding materials, social media campaigns, and media releases
- Analyze social campaign management, ROI, key metrics, and campaign results for optimization of resources and long-term strategic success
- Facilitated organization training for more than 30-staff members, board members, and volunteers to educate them about public relations and brand strategy
- Orchestrate event management, coordinated highly complex public relations and strategic communications methodologies for stakeholders
- Integrated and mentored foundation leaders to create the organization's mission to provide quality service to patrons and supporters and build strong community relationships, inclusive of co-collaborating with businesses to build a legacy for Trayvon Martin

The Trayvon Martin Foundation | www.trayvonmartinfoundation.org

The Trayvon Martin Foundation was established by Sybrina Fulton and Tracy Martin in March 2012 and is a nonprofit organization whose main purpose is to provide emotional and financial support to families who have lost a child to gun violence. Trayvon Martin, a 17-year-old Black boy was fatally shot in Sanford, Florida by a 28-year-old Hispanic American man.

CONSULTATION & MANAGEMENT CLIENTS

- **Institute in Critical Quantitative, Computational, & Mixed Methodologies (ICQCM) | www.icqcm.org/ | 2020-present**
Noir Elite was hired by Odis Johnson Jr., PhD, a Bloomberg Distinguished Professor at Johns Hopkins University, to provide brand strategy, webmaster, and video production services to advance the presence of scholars of color among those using data science methodologies.
- **Explorations in Diversifying Engineering Faculty Initiative (EDEFI) | 2021-Present**
Director Dr. Ebony McGee, Professor of Education, Diversity and STEM (Science, Technology, Engineering, & Mathematics) Education at Vanderbilt University hired Noir Elite to provide brand strategy, web design, webmaster, social media consultation and management, and podcast production services for an ongoing STEM Diversification Program.
- **Levine Museum of the New South | Charlotte NC | May 2022**
Noir Elite was hired for brand strategy consultation with Levine Museum to develop a modern remodel of their website, logo, and digital marketing products.
- **WNBA Players Association (WNBAPA) | New York | 2021**
Noir Elite was hired for brand strategy consultation concerning the WNBA's social activism and education about kneeling during the National Anthem. Noir Elite conceptualized and created the concept and theme of a video played before games to demonstrate the organization's voice and stance concerning social injustices in the community..

SKILLS

- Digital Marketing Expert
- Project Manager
- Event Planner
- Social Media and Content Management
- Brand and Logistics Coordinator
- Leadership Development
- Team Building
- Think Tank, Brainstorm Team Leader
- Budget Officer
- Media Consultation and Communications
- Strategist
- Innovationist
- Community Engagement Collaborator
- Web Design
- Graphic Design
- Videography Producer/Director
- Podcast Management
- Web Design

WEBSITE DESIGN

- www.ahomka.org
- www.datacareerpaths.com
- www.Blackwomenindata.com
- www.nicolemjosephphd.com
- www.ebonymcgeephd.com