

PARIS TROY COWLEY

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Professional summary

A tenacious executive ready to take on challenging roles, meet goals and surpass expectations. Accomplished advertising and marketing professional with a proven record of success in enabling strong sales through well-coordinated and targeted promotions. I am 25 years of age with over 7 years in the advertising and marketing industry. While studying for my degree I was simultaneously working on my Father's clients: Damm Breweries, SABMiller, JPMorgan Chase, Maybourne hotels and many more. Check out my website to see my portfolio and some of my work. My main responsibilities in advertising were creative ideation, strategy, end-to-end campaign delivery and copywriting. Moreover, I have had a lot of experience and success as a (trade) marketing executive working on product launches, event activations, brand planning, executing and analysing marketing campaigns and delivering the trade marketing agenda. Furthermore, my role as a business and customer development executive had me executing trade marketing strategies, exercising my selling and negotiation skills all while building relationships.

Work history



July 2024

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Present

The Clorox Company

London

Trade Marketing Executive

Working across some of The Clorox Company's global portfolio (assigned to Burt's Bees & Ever Clean). I help translate the brands big idea to a customer and consumer level, marketing the brands at purchase points. I deliver this across our European markets, understanding each channel categorisation, market dynamics and customer needs. Leading development of our go-to-market activations and trade marketing strategy, collaborating with cross functional teams and external agencies. We work directly with the insights team to deliver meaningful brand experiences and informed volume growth. I have also helped develop brand plans for FY26, understood our portfolio power and contribute towards our sales volume drive agenda to address gaps through channel opportunities and efficiencies.



DIAGEO

September 2023

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July 2024

Diageo

(Co-employed by CPM)

London

Customer Development Executive (on-trade)

Retaining market superiority across the spirit and stout categories by distributing and activating brands from the likes of Guinness, Captain Morgans, Smirnoff, Johnnie Walker, Gordons, Tanqueray and others. As a customer development executive on-trade it's my job to help grow our customer's businesses to increase our ROS. This sales role takes a consultative approach, especially when delivering any customer marketing tools. I have surpassed various KPIs and delivered ROI. I am activating innovative ideas with an array of Golf Club customers like the 'G&T Off' and 'The Captain's Round'. Working for a market leader has taught me a lot.



November 2022
-
September 2023

Asahi UK (Co-employed by CPM)
Business Development Executive (off-trade)

London

Driving off-trade distribution with key accounts in SW London. Increasing visibility and market share for Asahi UK's brand portfolio: Asahi, Peroni, Grolsch London Pride etc. This included retaining key SKUs whilst also establishing new distribution points. I have also driven the launch of the NPD 'Capri' in SW London by building relationships, increasing new distribution points and retaining said SKU. I would work with the insights team executing commercial analysis to adapt sales strategies. I was also responsible for maintaining key partnerships, whilst also working closely with trade marketing to develop trade marketing plans aligned with brand strategy to drive growth. This included hosting events and executing BTL activations in-store i.e the delivery of our Asahi competition mechanic.



June 2022
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November 2022

LOAH Beer
Business Development & Partnerships Executive

London

LOAH Beer is a non-alcoholic start-up that was founded in 2020. It provided a unique opportunity for me to manage and contribute to sales and marketing strategies across brand and trade. I helped formulate new value-adding strategies with the founders to expertly target our demographic and help generate demand and traction in key areas. As a BD & Partnerships Exec I opened over 100 new distribution outlets consisting of both on and off trade. My focus was opening on trade outlets to build partnerships with key accounts that will enable brand traction in targeted areas. An important part of building partnerships was to promote possible brand activations that can be profitable for both parties.



September 2020
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December 2022

Redhawk Trading
Director

London

Redhawk Trading was incorporated by myself during the height of the pandemic. The accelerated shift to online shopping and hybrid working focused the company's proposition to selling in-demand products on Amazon. I oversaw the set-up of the company, the supply chain, the route-to-market and the marketing and advertising. Which had me regularly conducting post campaign reviews to ensure its effectiveness and cost-efficiency by identifying key areas of success and areas for optimisation in order to bring the cost per acquisition down.



August 2021
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June 2022

The Croc CX Agency
Creative Team

London

The Croc is B2B Digital Integrated Marketing Agency that specialises in CX. I worked with my creative partner to bring B2B campaigns to life. Our job was to bring creative flair to a very corporate market. We worked on brands like: London Stock Exchange, Philip Morris International and more. We would formulate omni-channel plans and deliver across web, app, social and print. We delivered integrated digital marketing campaigns, met tight deadlines, liaised with clients, produced static and video assets, drafted short and long form copy and strategised creative to brand. While also evaluating our campaign delivery to optimise our future campaigns with clients.



April 2020

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June 2022

Mulberry Street Hard Seltzer

London

Marketing & Sales Executive

I was an integral part of launching the new brand 'Mulberry Street' in the Hard Seltzer drinks category. My responsibilities included mapping out the route-to-market and heading up the e-commerce platforms. I also developed marketing and activations plans aligned with the brand and commercial objectives to generate demand and help gain traction with efficient use of budget. I maintained and developed key internal and external relationships with key stakeholders and organised on-trade events and activations like cocktail nights, foodie festivals and B2B trade fairs.



July 2017

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February 2022

T&C Brands

London

Senior Creative

T&C Brands is an Advertising Marketing Agency. I worked here part-time and was involved with the creative strategy ideation behind 360-degree marketing advertising campaigns. My responsibilities included monitoring marketing trends, creative ideation, delivering advertising campaigns and activations, developing targeted strategies based on demographic data (identifying key consumer pathways) and working with agencies briefing all creative requirements. Their clients include: Estrella Damm, Carlsberg Marstons, Erdinger, Victoria Malaga, Roasting Plant Coffee, Portofino Gin etc. Crucially, I implemented below-the-line activations for Estrella in Tesco stores working with their internal marketing department (Dunnhumby) to execute said campaigns. While also activating the brand across Europe and Australia.



March 2017

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July 2023

Matt Cowley Co

London

Senior Creative

Matt Cowley Co is a boutique agency that focuses on creative communications, from creative strategy to production. My responsibilities included copywriting, producing campaign assets, campaign planning and creative strategy for Advertising, Social Media and PR executions. Some of their clients include: JPMorgan Chase, NASA, Royal Unibrew, Apple, Treasury Wine Estates, Maybourne etc.



November 2015

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May 2017

N2O Limited

London

Brand Ambassador

I was representing global brands in supermarkets. It was my job to hand out samples and promote the brand to passing customers (getting consumers to add the product to their basket afterwards). Some of the brands included: Doritos, Pringles, Knorr, Bovril etc.



May 2014

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July 2017

The Bank Agency

London

Creative Assistant

At the age of just 15 I was fortunate enough to be learning from top creative executives, gaining professional experience and working on some of the worlds most renowned brands. The Bank was a boutique agency located in the heart of the West End which catapulted Orange (now EE) and Peroni Nastro Azzurro towards their global success.

Skills

- Copywriting abilities
- Project management
- Public speaking abilities
- Adobe suite
- Creative thinking
- Idea generation
- Communication & negotiation
- Brand Strategy
- Problem solving
- Amazon optimisation
- Blockchain technology integration
- Business development
- Sales and strategy
- Team working & leadership
- Campaign delivery

Education

April 2022	University of Oxford Certificate of Higher Education: Blockchain Strategy Programme	Oxford
September 2020	Shaw Academy Diploma of Higher Education: Digital Marketing & SEO Amazon Optimisation Course Marketing Course	London
May 2020	University for the Creative Arts Bachelor of Arts: Advertising & Marketing	Farnham