



PATRICK COOPER

(573) 673-8963

patrick3605@gmail.com

whoispatrickcooper.com

/patrickgregorycooper

EXPERTISE

- Brand strategy & positioning
- Multi-channel communications
- Qualitative & quantitative consumer research
- Brand & business growth analysis
- Strategic brief & presentation creation (CMO/CEO-level)
- Multidisciplinary team collaboration
- Consumer journey development
- Management of others
- Great partner to creative teams for idea development
- Storytelling that inspires clients
- Data analysis, synthesis, and implementation

SKILL DEVELOPMENT

- Harvard Business Online: Sustainable Business Strategy Certificate (2022)

RECENT AWARDS

2025 Effies Award for Financial Brand & New Product Line Extension
Discover: Especially for Everyone - SILVER x 2

2019 Effies Award for Media Idea
Wingstop High-Atus - BRONZE

EDUCATION

Bachelor of Science, Marketing: Advertising and Promotions

MISSOURI STATE UNIVERSITY

Overall GPA: 3.97/4.0

Missouri State Ad Team Member:

Winners of a National Ad Competition

Master of Business Administration, Marketing

MISSOURI STATE UNIVERSITY

EXPERIENCE.

Total: 11 years of strategic leadership in brand positioning, comms planning, and business consulting.

► BRAND STRATEGY DIRECTOR

TBWA/Chiat Day (Los Angeles, CA) // March 2024 - Present

Client: Discover Financial, Red Baron, & AMD

- Led the brand strategy for Discover's ongoing "Especially for Everyone" platform that incorporated creative across TV, Digital, Social, OOH, Audio, and Partnerships.
- Managed a team of four strategists between our brand strategy & social strategy disciplines.
- Developed big cultural briefs that drove conversation and affinity for Discover across key audiences.

► BRAND STRATEGY DIRECTOR

Wieden & Kennedy (Portland, OR) // August 2022 - March 2024

Client: Visa (Global & North America)

- Led the creative strategy of Visa's North American IMC campaigns across their largest partnerships, the NFL and Olympics, as well as their priority business areas: eCommerce, Tap to Pay, and Travel.
- Helped develop and launch a new global brand platform for Visa and onboarded regional marketers, as well as cross-agency teams, across the world to ensure the strategy was applied consistently.

OTHER POSITIONS: TBWA/Chiat Day (2019-2022) - Associate Strategy Director & Sr. Strategist; Barkley (2014-2019) - Strategist, Associate Strategist, Media Activation Manager

OTHER CLIENTS: QuickBooks, Principal Financial, Blue Diamond Growers, Wingstop, Wawa, Square Enix, Big O Tires, S'well, Del Taco, Winnebago, Russell Athletic

SKILLSETS.

1. Strategic leadership across global- and national-level campaigns.

I have led the strategic planning for multiple IMC campaigns for brands like Quickbooks, Visa, Principal, and Blue Diamond Almonds that included multi-agency collaboration and global guidance for creative implementation.

2. In-depth consumer research that led to powerful insights.

I have conducted qualitative and quantitative consumer research to inspire campaign briefs and test creative ideas. This research has included such things as a Winnebago road trip to camp sites to hear about RV owners' passion for travel and a 5-city tour of NFL fan bases to better understand their love of football. It also includes product launch focus groups, creative stim testing, and proprietary studies to develop thought leadership.

3. Development of briefs for ideas that can breakthrough culture and social.

I have developed briefs that have led to creative ideas that set record sales for Wingstop orders on 4/20, made Bills football fans cry (and talk about it on social), and utilized the pop-culture fandoms of Karate Kid and Ghost Busters to change perceptions of the QuickBooks brand.

4. Collaboration with creative teams and manager of others.

My skillsets don't just stop at the brief writing phase, I love to be a collaborator with creative teams – uncovering insights to take their ideas to the next level and even providing a few of my own thoughts starters to get to the best work possible. I also have experience managing junior strategists on an ongoing basis.

CASE STUDIES.



Discover: Especially for Everyone

Challenge: Discover was seen as a no-frills card in a category of flashy, perk-heavy competitors. While others reserved rewards for big spenders, Discover gave the same cash back to everyone.

Solution: Instead of seeing Discover's lack of membership tiers or exclusive lounges as a weakness, we turned it into the brand's greatest strength. We positioned Discover as the bank that treats everyone like a VIP – offering cash back rewards, no annual fees, and excellent customer service, no matter who you are. Jennifer Coolidge helped bring this idea to life by playing an out-of-touch celebrity accustomed to the VIP lifestyle, who is shocked to find out that the special treatment she's receiving from Discover is available to every customer. Resulting in the biggest perception increase in brand history & +300% sign ups YoY.



Wingstop: 4/20 High-Atus

Challenge: Throughout the year, Wingstop and 'weed' were mentioned over 23,000 times on social media. Customers clearly understood the legendary flavor of Wingstop wings and their ability to satisfy any crave. So on 4/20, when marijuana enthusiasts began their holiday celebrations, the desire for flavor-packed wings would be at an all-time high. We just needed to be in the right place at the right time when the crave hit.

Solution: To reach our fans participating in the festivities, we tapped into one of the largest rituals on this holiday...binge watching. As people began streaming shows, they would be served a compilation of Wingstop ads, each getting trippier and trippier. Resulting in a 46% inc. in transactions YOY & doubled online order revenue YoY.