

LEWIS TUPPER

MARKETING PORTFOLIO

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STUDENTBEANS.COM

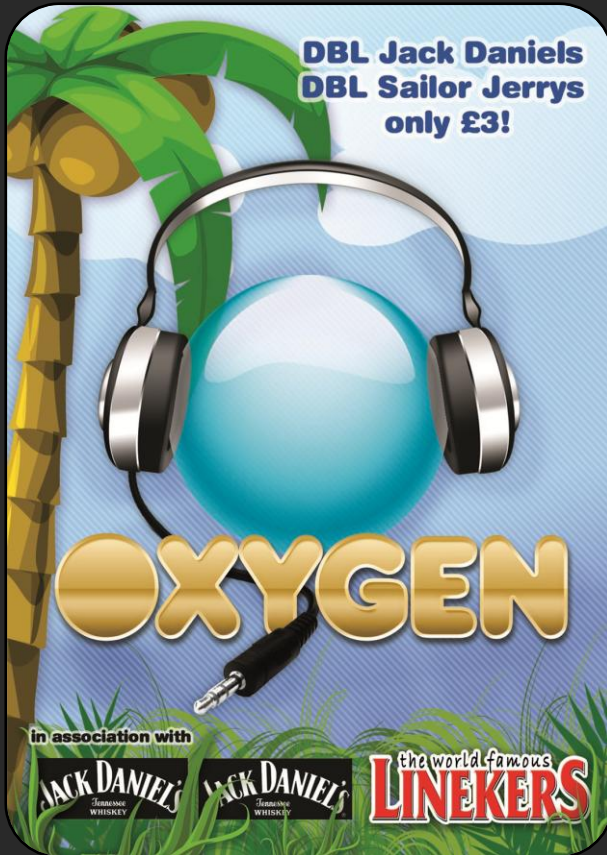
CAMPUS BRAND MANAGER: SHEFFIELD



"Studentbeans.com is an essential part of student life. Providing students with discounts, entertainment and advice on all things student, studentbeans.com speaks directly to over **500,000 UK students every month.**"

In 2011, I worked as the Sheffield Hallam Campus Brand Manager. My tasks included conducting consistent levels of promotion to increase awareness of the website and implementation of national campaigns, alongside development and execution of creative personal marketing campaigns within the city. This was done with the use of physical promotion materials along with online promotion and networking using social mediums such as 'Facebook'.

IMAGE CONSULTANCY



"We approached Lewis Tupper in the summer of 2010 to help develop the branding and marketing of the website 'MyUnitube.co.uk' which was completed with a high degree of enthusiasm and professionalism.

We re-approached Lewis several months later to consult upon developing a student nightclub event. He did everything from accessing what the night should instil to assisting with the final designs.

When the project was completed we were extremely impressed with what Lewis had achieved. The work was completed in a timely fashion and to a extremely high standard.

Elliot Suiter
(MyUnitube CEO, Newcastle Events Planner)

E. Suiter

BUSINESS VENTURE BRAND DEVELOPMENT

'CAY CLOTHING'



'Cay' is a Bahamian inspired clothing brand developed by a colleague and I which incorporates the ideology of a laid back, paradisaal lifestyle with simplistic and clean cut designs.

A combination of marketing knowledge and pervious experience of implementing tactical branding strategies was proven to be of extreme usefulness in this venture. Combined with my colleagues vast knowledge of fashion retail, after working as a manager at a highly successful high-street retailer, we were able to combine these skills to develop a desirable and marketable brand of clothing.

Full fiscal forecasts were developed based on projected sales, outgoings and fluctuating costs incurred when implementing economies of scale. To strengthen the image, an in-depth pseudo history was developed to add depth and an emotional connection to the brand. *(See following page)*

Full product prototypes were developed as well as securing long term suppliers and developing the e-commerce aspect of the business.



ENTERTAINMENT PROMOTION



'Flyshot' is the leading promotion and distribution agency in Sheffield, promoting for an array of businesses and events. I worked to ensure viable marketing techniques were implemented in order to reach internal goals and ensure objectives were met.



'Sheffield Parties' is the largest nightclub events promoter in Sheffield and I worked alongside the organisation to help promote events and network with the student community. I also helped develop new events and assisted in the development of the overall brand image.

ACADEMIC: SKILLS

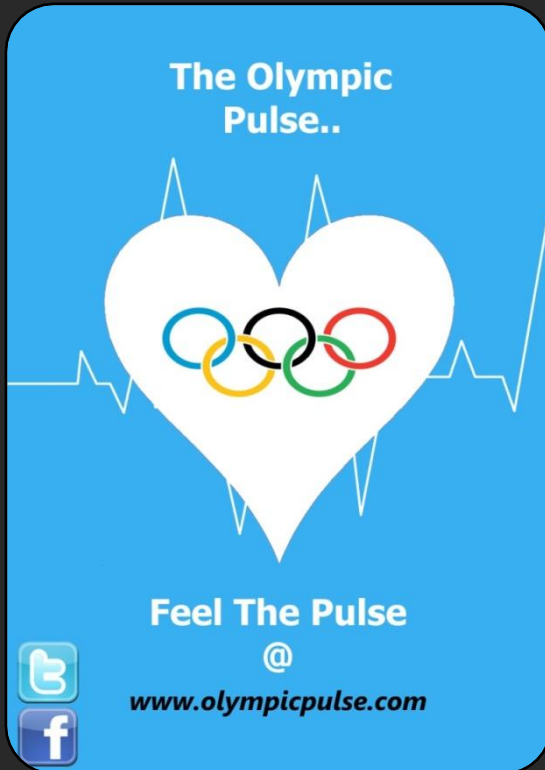
Throughout my time at 6th Form and at University I have acquired key marketing skills which have enabled me to create and develop campaigns and projects to their maximum potential. These skills range from business and marketing knowledge, evolving aspects within the field and also practical IT skills.

I have applied these skills within a range of marketing based projects and campaigns, each different in nature and each requiring a fresh outlook on the project. With each campaign varying it has enabled me to build a more in depth catalogue of useful skills which I can apply in the future.

Below is screenshot of a video created for a university project which involved developing a marketing campaign for the 2012 Olympics which required the use of video editing and IT skills.



ACADEMIC: PROJECT EXAMPLES



Above are examples of pieces created within marketing campaigns and projects whilst at 6th form and university. Each very different from the other in terms of target audience it is aimed at and the message which it is conveying.

By coming at each project at an entirely unique angle it has allowed me to develop ideas and concepts in a wider range of areas, thus giving me more useful insight for future application

SKILLS STATEMENT

"Overall the work which I have completed within the marketing field and through academia has given me; a richer understanding of todays current marketing environment, a developed sense of professionalism in both B2B and B2C situations and a background which can aid me to develop my knowledge and career further"

Lewis Tupper

L. Tupper