

Matt Hocken
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A passion for the communications industry has always been the force driving me forward to develop my skills and thinking. It's led by a desire to shape the world, with an ever-growing focus on leaving a lasting positive impact. My career to date has traversed a diverse portfolio of work across the marketing and PR communications sectors including sport, lifestyle, entertainment, and technology, with high profile brands, rights holders, and media across Europe and internationally. Ultimately, I believe in communication, creativity, honesty, risk and ideas with impact.

Career overview

Mongoose Sport and Entertainment

- Head of creative – September 2021 – present
- Senior Account Director – May 2019 – September 2021

War Child UK

- Media and Campaigns Manager – Contract August 2018 – May 2019

Pitch Marketing Group

- Account Director – August 2016 to May 2018
- Account Executive – July 2012 – October 2012

Romley Davies Film & Entertainment

- Account Executive – July 2011 – June 2012

Client snapshot

ASICS Europe & ASICS Tiger

- Headed the strategic and creative direction for ASICS across its PR markets in EMEA for two years. This includes earned media, events, photo shoots, ambassador work, influencers, content creation, product releases, crisis communications, toolkit creation, documentary production, print advertising, setting KPIs and reporting

The North Face

- European central lead PR agency across on-mountain and off-mountain stories for The North Face. Working on activities such as trail running shoe launches, brand ambassador campaigns, athletes' stories (such as with Pau Capell on his attempt to break the UTMB record) and media hosting at trade festivals (ISPO)

Beats By Dre

- Headed European central lead PR agency – including product briefings, gift guides, testing, tech briefings and coverage KPI setting, reporting

Betfair – Victoria Pendleton

- A multi-faceted, D&AD wood pencil winner that created an uplift of 12.4% YOY increase in bets at the Cheltenham festival through a year long PR and content campaign

Captain Morgan

- Led the creation of #CelebrateLikeTheCaptain building the name of Captain Morgan in a wider cultural context and owning football celebrations – working as the lead agency developing plans to be activated across PR, social, digital, content and media buying – campaign culminated in Captain Wes Morgan celebrating on pitch

Channel 4 Paralympics

- Ran the press office on the ground for Channel 4 at the Rio 2016 Paralympic Games as well as running the campaign in the UK building up to the event

Lyst

- Developed and activated Lyst's award winning 'Canine Collection' idea – combining web, social and PR to generate an uplift of over 1000% in traffic to the website

Brand snapshot



Skills

Creative

- Creative has always been central to what I do, whether generating activation ideas or throughout my writing, thinking, pitching and communication:
 - o Ideation for; stunts, video shoots, storyboarding and photography, plus brainstorming, copywriting, new business, pitching and generating new leads, but also gaining further business from retained or existing clients

PR and Communications

- PR – Approach learned from a broad range of sectors (sport, finance, consumer, entertainment) – including strategy, selling-in, feature development, product testing campaigns, product launches, PR imagery creation, brief writing, KPI setting, reporting, media training and coaching junior team members
- Crisis - Led crisis communications for War Child, ASICS, Betfair and Channel 4 – ranging from reactive comms around factory collapses, the war in Yemen or product failures, to proactive crisis preparation around broadcast issues at the Rio Paralympics
- Social – Community management and social advertising for Chestertons Polo in the Park, Simplyhealth and New Balance Cricket
- Influencer – Developed influencer strategies for amongst others ASICS UK, Captain Morgan, Great British Racing, Betfair, War Child and Chestertons Polo in the Park with each having a different approach: micro-influencers, paid influencers, and brand advocates

Event

- PR Launches – Across New Balance, ASICS, The North Face, Lastminute.com and have also previously managed red-carpet premieres for a number of entertainment clients
- Media trips – logistics, invites, on the ground management, product packaging/gifting, reviewing, testing

Management

- Team management – Headed a team of seven people setting objectives, KPIs, reviews, training and looking after well-being (people can be too easily forgotten)
- Budgeting – Two years leading and building a team generating a revenue of £940,000 (Pitch) with a subsequent two years setting business objectives and financial reporting at Mongoose. Advise on promotions and hires in line with projected revenue to maintain a clear profit margin. Managed client budgets across eight clients at a time and utilizing internal resource, as well as suppliers
- Implementation – Taking a new business proposal and turning it into actions. Implementation needs a clear focus on being adaptive, working with the client, the news agenda and problems as they arise to build a campaign that generates real impact
- Client management – Honesty and collaboration has always been my approach. Once the ultimate goal is agreed we should all be working towards delivering on that objective. This was exemplified in the #CelebrateLikeTheCaptain where I was the lead on a five-way cross-agency campaign for Captain Morgan
- Reporting - Creating and overseeing robust evaluation, from weekly reports to campaign wraps. Ensuring robust KPIs are set pre-activity and adhered to throughout the campaign

Ambassadors and stakeholders

- Have extensive experience working with ambassadors from film, TV, global sport, niche sport and everywhere in between. Including drafting the High-Profile Network Strategy for War Child UK.

- In addition, I have worked with C-Suite executives on brand launches, financial reports, board appointments, crisis comms and media training

Client side

- Agency management – Managing agencies working on different projects, creating briefs, setting targets and ensuring delivery
- Strategy – working to decide priorities, strategy and campaigns to deliver against overall business objectives
- Inter-team coordination – ensuring smooth, productive, and proactive coordination between teams within the business to create campaigns that have communications at the heart

Life Highlights

- Reviewed on Radio 4 for a play I co-wrote, directed and appeared in at the Edinburgh Fringe Festival
- Starred as Ben-Hur in a production of Ben-Hur at the Theatre Royal Bath
- Wrote and nearly fainted doing a stand-up show in front of 100 people
- Have run the London Marathon twice, the New York Marathon once and completed the Barcelona Olympic Triathlon

Qualifications

2007 – 2010

Brighton University

2:1 BA Hons Sport Journalism

2006 – 2007

Arts Educational School

Foundation Degree – Acting

References – Available on request
