



# Marketing Empowerment

## WHY HYPING FOX?

**Rachel Brown at Hyping Fox is an experienced marketing leader, coach, and mentor with a passion for developing marketing talent – resulting in personal and business growth.**

Elevate your marketing team to their full potential with this exclusive opportunity to work with a proven marketing leader.

As a certified coach, Rachel brings a wealth of knowledge and expertise to the table. She offers a powerful fusion of coaching and mentoring, tailored to the individual needs of her clients. With Rachel, you gain access to a unique blend of marketing excellence and personal empowerment.



### About Rachel Brown

- Rachel is an award-winning marketing leader with twenty years of marketing experience.
- Rachel coaches leaders, managers, and teams to improve their effectiveness and achieve their career ambitions.
- Rachel has extensive experience in using coaching to support individuals to develop their own career plans, aligned to personal and business objectives, with proven results.
- Rachel is an NLP Neuro Linguistic Programming (NLP) Business Practitioner, holds an ILM Diploma in Coaching and a Postgraduate Diploma in Marketing from the CIM (Chartered Institute in Marketing).



# Marketing Empowerment

## WHY WORK WITH ME?

Whether you seek to refine your marketing skills, lead marketing teams or empower your workforce with marketing expertise, my **Marketing Empowerment Packages** provide the path to achieving marketing excellence while embracing personal development.

### **Comprehensive marketing expertise:** ✓

- Former Marketing Director at Baxi Heating, overseeing a portfolio of 10 brands and contributing to annual net sales of c.£350 million.

### **A positive, committed, and caring coach:** ✓

- I enjoy having honest and hardworking relationships with my clients, supporting them in making lasting positive change and achieving their goals.

### **Coaching on all levels throughout a business:** ✓

- I am proud to have developed successful coaching partnerships with people at different stages in their career; from entry-level to executive.

### **I care about making a positive difference:** ✓

- I believe everyone has value to offer, but people often don't get the support or thinking time to unlock their potential.

### **Talent development:** ✓

- I use my experience in coaching and mentoring to support team members on their journey to achieving excellence for themselves and the business.

### **Professional Credentials:** ✓

- ILM Diploma in Coaching
- NLP Business Practitioner
- CIM Postgraduate Diploma in Marketing
- CIM Professional Diploma in Marketing
- Degree in Spanish Language and Literature from the University of Leeds



# Marketing Empowerment TESTIMONIALS



*"In my first-time coaching experience, I have greatly benefited in several ways. The coaching process helped me identify and improve my skills, increased my self-awareness, and guided me in setting and achieving goals. This newfound confidence and skill set have significantly influenced my career advancement, productivity, and overall personal growth. I highly recommend coaching as a valuable tool for anyone seeking professional and personal development."*

Head of Product, Kitchen Manufacturer

*"I love my coaching sessions with Rachel. Her relaxed style facilitated really open and honest conversations and the different methods she employs really helped me to identify my career goals, and what was important to me. Her approach helped me to build my confidence and realise my strengths. I was amazed how much I already knew about what I needed to do to achieve my goals; she helped me to unlock ideas that I never even realised I had, and to determine the steps I needed to get there. The coaching sessions have been an instrumental part of my development and leadership growth, enabling me to develop as a leader and achieve my goals."*

Head of Marketing, Utilities

*"Working with Rachel as my coach has been nothing short of transformative. Her guidance has been instrumental in helping me crystallise my career goals, broaden my professional network, and embark on a journey of self-development. With her support, I not only identified my aspirations but also learned how to turn them into actionable steps. Her strategic approach paved the way for significant growth in my career. At the end of our 6-month coaching partnership, I was promoted to a Director role. I am immensely grateful for the support and empowerment she provided throughout this process. If you're seeking a coach who goes above and beyond to unlock your potential and drive tangible results, I wholeheartedly recommend her expertise."*

Senior Sourcing Manager, Distributor

**Recommendations: Rachel has dozens of testimonials and will happily connect you with people to hear first hand how she can help you and your business.**



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# Marketing Empowerment **PACKAGES**

Marketing is a fast-paced discipline where the landscape is always changing. Through 121 coaching sessions, I combine any of the following services and instead of a generic training course, I craft a bespoke programme designed to deliver substantial and lasting transformations.



## **Personalised Coaching for Marketing Excellence**

One-to-one coaching sessions customised to enhance marketing skills and personal growth. Using a variety of techniques, I empower individuals to unlock their full potential.



## **Leadership Development for Marketing Professionals**

Cultivating leadership skills and capabilities specifically tailored to the marketing field.



## **Career Advancement in Marketing**

Expert guidance and feedback on identifying and achieving career goals. Supporting individuals to create and take ownership of their own career development plan.



## **Team Building with a Marketing Focus**

Supporting leaders in developing high-performing marketing teams.



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# Marketing Empowerment **PACKAGES** (Cont'd)



## **Conflict Resolution and Communication Skills**

Equipping marketeers with effective tools to handle marketing-related challenges and improve communication within the team and the wider business.



## **Mentoring with a Marketing Lens**

Benefit from the wisdom and experience of a seasoned mentor, focusing on marketing best practices to drive innovation and growth.



## **Goal Setting and Accountability in Marketing**

Establishing clear, actionable marketing goals and receiving the support necessary to achieve them.



## **Personal Growth for Marketing Professionals**

Nurturing personal growth and self-awareness, embracing feedback and the integral role individuals play in supporting a business to achieve its goals.

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