KAREN COUSINS

Strategic Communications · PR · Content
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PROFILE

Qualified journalist with fifteen years of experience in strategic communications, PR, digital and social media, advertising, copywriting, ghostwriting and brand building. Driven by projects that have the potential to change the world for the better.

SELECTED CLIENTS

InnoEnergy, the BBC, The United Nations, MTV, Nico Rosberg, Rosberg Ventures, Rosberg X Racing, Mercedes-Benz, Oxford University, Procter & Gamble, Standard Bank, Comedy Central, Montreux Comedy Festival, SONY, Shell, Audi.

RESULTS & AWARDS

• Nico Rosberg LinkedIn: 7,200% growth in engagement and impressions in year one; a further 2,240% in the past year; almost 26 million impressions and trending 27+ times in a single year.
• Rosberg X Racing: average AVE €26.56M, media reach 3.21B and social reach 7.66M per year.
• BILD Sustainability Award; European Culture Award for the Environment.
• Ghostwrote “Making It Happen: The Ultimate Guide to Selling” — #1 Amazon bestseller in its category within 24 hours.

SERVICES

Digital & Social Media — strategy, content plans, LinkedIn for founders, advertising, influencer campaigns, audits.
Public Relations — PR strategy, press releases, biographies, speech writing, media tracking and training, launch messaging.
Writing — ghostwriting, thought leadership, web copy, newsletters, video scripts, speeches, books and biographies.
Consulting — strategic advisory, brand positioning, founder positioning, go-to-market communications, workshops.

SELECTED WORK

Nico Rosberg thought leadership · InnoEnergy white paper “Driving the Solar Revolution” · Rosberg X Racing press and social · Stockholm Water Technology x InnoEnergy profile · AI4GreenDeal blog · Africa Practice toolkit on Kenya’s gig and digital economy · Video campaigns for Rosberg Philanthropies x Oxford University, Dr Alun Hubbard and Repath.