

## Jonathan Hopkins: Biography

Jonathan has over six years experience across PR, events and marketing, having worked with some of the world's most famous brands at Limelight Projects, Cow and Bite before founding specialist consultancy Shed in March 2008.

He specialises in web participation for brands, covering all aspects of social media and so-called web 2.0 marketing. He helps brands engage effectively with social media and his consultancy services include ideas generation, training and full implementation using a handpicked selection of other specialist agencies and individuals where necessary.

At Bite in his role as senior creative & digital consultant, Jonathan worked across the majority of the client teams including Apple, Disney Interactive Studios, Facebook, Getty Images, Samsung, Symantec, Tiger Beer and Toshiba – doing everything from setting up blogs, building Facebook applications, launching viral promotional games and devising creative digital campaigns to engage with consumers and other businesses in the digital space.

Previously as an account manager, he worked on the Yahoo! Search, Carling and London Underground account teams and the work he's been involved with has won and been nominated for various awards (PR Week, NMA, PRCA etc).

Before joining Bite specifically to work on the Apple account, Jonathan honed his skills at creative consumer PR agency Cow, working with an impressive selection of consumer brands including Castlemaine XXXX, Disney, Hoegaarden, Leffe, Staropramen, Office for National Statistics and Yahoo!.

Jonathan comes from an events and marketing background at Limelight Projects, having done everything from managing the finish line for the Nike 10K marathon to hosting the Queen at the London Heathrow Youth Games. Aside from events, marketing and PR roles, he's also had the pleasure of working as a graphic designer, snowboard instructor and legal database administrator.

Jonathan is fully immersed in social media himself and edits a personal blog at [middledigit.net](http://middledigit.net) that covers social media, technology, consumer behaviour, the future and other stuff that pops up on his travels around the interwebs.

<http://www.limelightprojects.com>

<http://www.cowpr.com>

<http://www.bitepr.com>

<http://middledigit.net>