

Bill Cooper

(919) 622-7444
San Diego, CA

Digital Portfolio:
www.BillCooper.me

Skills & Talents:

Dreamweaver
InDesign
Photoshop
Illustrator
WordPress
SEO
SEM
HTML
CSS
PHP Editing
CPanel
Customer Service
Customer Retention
Mobilebytes POS
Paytronix Integration
Wrike Project Management
Salesforce Integration
Twilio – SMS Integration
Google Analytics
Google Webmaster Tools
Social Networking
Press Releases
Microsoft Word
Microsoft Excel
MailChimp
Photography

Professional Overview:

Graphics / Marketing / IT Coordinator

Beerhead Franchise Company, LLC – 04/2019 – 01/2021

- Website development <https://BeerheadBar.com>
- Website optimized for security, speed and SEO best practices
- Collaborated with team to develop the 365 Loyalty and Beer-of-the-Day Programs
- Mobilebytes POS system integration and implementation
- Paytronix integration
- Setup cloud based server for internal and remote employees
- Monthly email campaigns
- Graphics: Posters, table tents, Untappd digital boards, redesigned food menu and bottle menus for all 8 locations

Lead Web Developer

K12Print, Inc. – 01/2018 – 01/2019

- Website development: <https://K12print.com> - WordPress and WooCommerce integration
- Research market trends weekly
- Troubleshoot site for bugs and compatibility issues
- Integrated MailChimp, Twilio, Salesforce and FedEx
- Work closely with management to increase sales by 20% within 1 year

Digital Designer & Marketing Coordinator

Miltenyi Biotec – (Short-term Contract) 03/2017 – 7/2017

Initiated concept and design for company's first print and digital newsletter and worked as lead support through project completion. Produced print marketing materials such as scientific brochures, flyers, digital remarketing banners and custom designed weekly HTML email campaigns integrating target focused groups using their content management software.

Marketing & Graphics Associate

Continental E&J Foodservice, Inc. – 09/2015 – 01/2017

- Used print and digital media to market over 990 foodservice products
- Generated new customers through custom designed landing pages offering product incentives
- Developed responsive HTML email campaigns, flyers and accurately collected statistical analytics for cross-selling and up-selling techniques for sales representatives
- Designed 2017 truck wrap marketing campaign (B2B) that exceeded goal by over 200%

Relevant Experiences:

Web Developer & Graphic Freelancer – 09/2010 – 06/2015

Creative writer and SEO blogger
Graphic designs for local and nationally recognized automotive companies
Developed responsive web pages and optimized performance with lead capturing content forms
Maintained weekly site updates for digital graphics and SEM banners

MyTriangle Magazine Publisher – North Carolina 04/2010 – 12/2011

- Sold advertisements to local restaurants, bars and small business merchants
- Responsible for restaurant reviews, celebrity interviews, live entertainment, life and inspirational articles throughout the Raleigh, North Carolina
- Integrated style sheets, layouts, templates, journalism, celebrity interviews, cold calling and fulfilled deadlines for print distribution
- Added over 100 high-profile exclusive specials to the website; benefiting the myTriangle VIP card holder members and maintained a 96% pick up rate

Education:

East Carolina University – North Carolina Graduate of 2003

Major: Bachelor of Arts in Communications

Minor: Commercial Operations.

Queensland University of Technology – Brisbane, Australia Fall Semester of 2000

International Exchange Program

Awards: Rivers Scholarship