



# Bill Cooper

(919) 622-7444

billcooper@live.com

Raleigh, NC



[www.linkedin.com/in/billcooper429/](http://www.linkedin.com/in/billcooper429/)



[www.BillCooper.me](http://www.BillCooper.me)

## Skills & Talents:

Dreamweaver  
 InDesign  
 Photoshop  
 Illustrator  
 WordPress  
 SEO  
 SEM  
 HTML  
 CSS  
 PHP Editing  
 CPanel  
 Customer Service  
 Customer Retention  
 Communications Representative  
 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  
 Zoho  
 Photography

## Professional Overview:

### Graphics & WordPress Website Developer

Creative Web Juice, LLC (Raleigh, NC) – 02/2021 – Present

- Website/E-commerce development and maintenance for restaurant gift card sales
- Email marketing and graphic design promotions

### Graphics / Marketing & Communications / IT Coordinator

Berthead Franchise Company, LLC (West Palm Beach, FL) – 04/2019 – 01/2021

- Website development <https://BeerheadBar.com> - WordPress
- 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 loyalty integration
- Monthly email campaigns
- Graphics: Posters, table tents, Untappd digital boards, redesigned food menus and bottle menus

### Lead Web Developer

K12Print, Inc. (West Palm Beach, FL) – 01/2018 – 01/2019

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

### Digital Designer & Marketing Coordinator

Miltenyi Biotec – (Temporary Contract) (San Diego, CA) – 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. (San Diego, CA) – 09/2015 – 01/2017

- Used print and digital media to market 990+ foodservice products
- 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 (Raleigh, NC) – 09/2010 – 06/2015

- 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 (Raleigh, NC) – 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 Raleigh, North Carolina
- Integrated style sheets, templates, journalism, 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

**Study Abroad Exchange Program – Queensland University of Technology (Brisbane, AUS) – 08/2000**

- Awards: Rivers Scholarship \$2000