



Bill Cooper

(919) 622-7444
billcooper@live.com

Raleigh, NC
**Willing to relocate*

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



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
Constant Contact
MailChimp
Zoho
Photography

Professional Overview:

Webmaster

Mosca Design, Inc (Raleigh, NC) – 06/2022 – Present

- WooCommerce website maintenance and added over 2500+ products
- Constant Contact custom designed email campaigns
- Developed landing pages and custom contact forms for lead generation

Graphics & WordPress Freelancer

Creative Web Juice, LLC (Jupiter, FL & Raleigh, NC) – 02/2021 – 04/2022

- Website & WooCommerce development and maintenance for restaurant gift card sales
- Email marketing and graphic design promotions
- 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

Graphics / Marketing & Communications / IT Coordinator

Beerhead 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
- 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:

MyTriangle Magazine Publisher (Raleigh, NC) – 04/2010 – 12/2011

- Sold advertisements to local restaurants, bars and small business merchants
- 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