

Bill Cooper

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Skills & Talents:

WordPress
InDesign
Photoshop
Illustrator
SEO
SEM
HTML
CSS
PHP Editing
CPanel (Godaddy)
Customer Service
Customer Retention
Communications Representative
Mobilebytes POS
Paytronix Integration
Wrike Project Management
Salesforce Integration & Dataloader
Twilio – SMS Integration
Google Analytics
Google Adwords
Google Webmaster Tools
Social Networking
Press Releases
Microsoft Word
Microsoft Excel
MailChimp
Zoho
Photography

Professional Overview:

Web Design / Graphics / Marketing

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

- Design & develop landing pages for lead generation for sales team
- Salesforce integration & database management
- E-commerce website maintenance adding over 7000+ products
- Increased online sales over 30% each year
- Customize HTML email campaigns using Constant Contact
- Design graphics for printed media materials: tri-fold Flyers and postcard mailers
- Collaborate with sales team to grow brand awareness and increase sales

Graphics / Marketing & Communications / IT Coordinator

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

- WordPress website design & development www.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
- IT support for all 8x restaurant locations
- 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