



Bill Cooper

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**Willing to relocate.*

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



Bill's Digital Design Portfolio:
www.creativewebjuice.com



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
 Twilio – SMS Integration
 Google Analytics
 Google Adwords
 Google Webmaster Tools
 Social Networking
 Press Releases
 Microsoft Word
 Microsoft Excel
 Constant Contact
 MailChimp
 Zoho
 Photography

Professional Overview:

Marketing Manager (Temporary Contract)

Insight Consulting Group, LLC (Wilmington, NC) – 08/2025 – 04/2026

- Designed Request for Proposals (RFP's) for government contracts: Community Development Block Grants (CDBG), Resiliency & Mitigation, Disaster Recovery & Debris Monitoring, and Planning & Land Use
- Captured 3 new contracts for: CDBG, Planning & Land Use, and Debris Monitoring
- Website landing page design setup for Salesforce integration forms

Web Design, Graphics & Marketing

Mosca Design, Inc (Raleigh, NC) – 06/2022 – 08/2025

- Designed & developed landing pages for lead generations for sales team
- Salesforce integration & database management
- E-commerce website maintenance adding over 10,000+ products
- B2B: Increased online sales over 30% each year
- Customize HTML email campaigns using Constant Contact
- Graphic design: tri-fold flyers and postcard direct mailers
- Collaborate with sales team to grow brand awareness and increase sales

Graphics, Marketing & Communications & IT Coordinator

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

- WordPress website design & development BeerheadBar.com
- Website optimized for security, speed and SEO/SEM best practices
- Digitally developed the 365 Loyalty and Beer-of-the-Day Program
- Mobilebytes (POS) system integration and implementation
- IT support for 8+ franchised 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: K12print.com: WordPress & WooCommerce
- Integrated MailChimp, Twilio, Salesforce and FedEx
- Worked with upper level management and increased sales by 20% within 1 year

Digital Designer & Marketing Coordinator

Miltenyi Biotec – (Temporary Contract) (San Diego, CA) – 03/2017 – 7/2017

- Produced print marketing sales materials, digital remarketing banners, and custom designed weekly HTML email campaigns integrating target focused groups using CRM 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
- 2017 truck wrap marketing campaign (B2B) exceeded goal by over 200%

Relevant Experiences:

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

- Sold advertisements to local small business merchants
- Integrated style sheets, templates, journalism, and fulfilled print deadlines
- Added 100+ exclusive specials to the website benefiting the myTriangle VIP card

Education:

East Carolina University (Greenville, NC) – Graduate of 2003

- Major: Bachelor of Arts
- Minor: Commercial Operations

Study Abroad Exchange Program

Queensland University of Technology (Brisbane, AUS) – 08/2000

- Awards: Rivers Scholarship \$2000