




# 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](http://www.creativewebjuice.com)

## Education:

**East Carolina University**  
Greenville, North Carolina  
Graduate of 2003

Major: Bachelor of Arts  
Minor: Commercial Operations

**Queensland University  
of Technology**

Brisbane, Australia, 08/2000  
Study Abroad Exchange Program

## Skills & Talents:

Adobe Creative Cloud (ai)  
CPanel with GoDaddy  
Constant Contact  
E-commerce Management  
Graphic Design  
Google Webmaster Tools  
HTML, CSS, PHP & JavaScript  
Microsoft Word & Excel  
SEO/SEM Strategies  
Salesforce Integration  
Social Networking  
WordPress Development

## Professional Summary:

A strategic problem solver and results-driven marketing and web development professional with 10+ years of experience using print and digital media, graphic design, e-commerce, and brand strategy. Proven success in building WordPress websites, SEO/SEM landing pages, email marketing campaigns, and government RFP proposals. Experienced in Salesforce, WooCommerce, and B2B/B2C marketing with a strong track record of increasing online sales, brand awareness, and delivering creative, results-driven marketing solutions across multiple industries. A strong communicator and collaborator who works effectively with cross-functional teams to execute projects from concept through completion.

## Work Experience:

### 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 Website landing page design setup for Salesforce integration forms

### Web Design, Graphics, & Marketing Coordinator

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

- Developed website lead generation landing pages for sales team
- Salesforce integration and product database management
- E-commerce website maintenance added 10,000+ products
- Increased online sales over 30% each year
- Custom HTML email campaigns for Constant Contact
- Designed tri-fold flyers and postcards used for direct mail

### Graphics, Marketing, & IT Coordinator

**Berthead Bar Franchise, 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
- Mobilebytes (POS) system integration and implementation
- IT support for 8+ franchised restaurant locations
- Paytronix loyalty integration and assisted with mobile app development
- Graphics: posters, table tents, Untappd digital boards, redesigned food menus and bottle menus

### Lead Web Designer

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

- Website WordPress development for K12print.com
- Integrated WooCommerce, MailChimp, Twilio, Salesforce and FedEx
- Increased online sales by 20%

### 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
- Truck wrap B2B marketing campaign and exceeded goal by over 200%