# Bill Cooper

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Bill's Digital Design Portfolio:
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 CC
cPanel & Web Hosting
Constant Contact
E-commerce Management
Graphic Design
Google Search Console
HTML, CSS, PHP & JavaScript
Microsoft Office
Salesforce CRM Integration
Sales & Marketing Management
SEO/SEM Strategies
Social Media Networking
WordPress & WooCommerce

**DIGITAL MARKETING | WEB DEVELOPMENT | CREATIVE DESIGN**

## Professional Profile:

Results-driven Digital Marketing and Web Development Professional with 10+ years of experience in WordPress development, e-commerce, graphic design, SEO/SEM, and digital marketing. Proven track record of increasing online sales, developing innovative business platforms, integrating CRM systems, and producing successful government RFP proposals. A strategic problem solver who delivers creative, measurable marketing solutions that streamline operations, strengthen brand visibility, and drive revenue growth.

## Selected Accomplishments:

**Web Development & Integration**
- Developed and maintained WordPress and e-commerce websites, custom landing pages, and internal business platforms using HTML, CSS, PHP, and JavaScript.

**Social Network & E-Commerce Development**
- Led development of an internal dealer network supporting 60+ dealers, streamlining purchase orders, reporting, and sales resources.

**Government Proposals & RFP / RFQ Submissions**
- Designed government RFP/RFQ proposals, contributing to three successful contract awards in community development, planning and land use, and debris monitoring.

**Digital Marketing & Sales Growth**
- Increased online sales by over 30% annually through website optimization, digital marketing strategies, and lead generation.

**CRM & Business Systems Integration**
- Integrated Salesforce, email marketing platforms, Twilio, POS systems, and customer loyalty programs to streamline business operations, contributing to a 25% increase in revenue.

## Professional Experience:

**Web Design**
Celebrity Greens World Wide, LLC (Scottsdale, AZ) 08/2025 – Present

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

**Web Design, Graphics, & Marketing Coordinator**
Mosca Design, Inc (Raleigh, NC) 06/2022 – 08/2025

**Graphics, Marketing, & IT Coordinator**
Beerhead Bar Franchise, LLC (West Palm Beach, FL) 04/2019 – 01/2021

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

**Digital Designer & Marketing Coordinator**
Miltenyi Biotec (Temporary Contract) (San Diego, CA) 03/2017 – 7/2017