

ROBERT H. COOPER

4931 Indian Wood Road, #357, Culver City, CA 90230
(310) 625-6149 • robcoop@mac.com

QUALIFICATIONS PROFILE

Highly creative multi-talented creative director with extensive experience in web development, marketing, and print & digital design. Exceptional collaborative interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Thrives in deadline-driven environments; exceptional multi tasking skills; able to manage several time sensitive projects simultaneously with emphasis on creativity and quality control. *Extensive experience in the following areas:*

PRINT & DIGITAL DESIGN

- Brochures & Newsletters
- Logos & Business Cards
- Posters & Banners
- Annual Reports

WEB DEVELOPMENT

- Website design
- Wordpress CMS, WPMU
- Website coding in Bootstrap
- Project manager

PROJECT MANAGEMENT

- Vendor searches
- Review proposals
- Manage budgets
- Direct freelance web developers

PROFESSIONAL EXPERIENCE

Rubicon Project, Playa Vista, California 2013-2017

Filled various roles within the company:

As WEBSITE DEVELOPER:

- Assisted Marketing Department in design, production, and launching of landing pages & microsites.
- Performed wire-framing
- Coded sites using HTML, CSS, PHP, Bootstrap, and Wordpress CMS
- Acted as project manager to hire and oversee outside web developers
- Prepared web pages for integration into our corporate web site structure built with Wordpress CMS

As INTRANET MANAGER:

- Created custom theme for company's intranet utilizing Confluence team collaboration software
- Designed, launched, and managed team spaces for HR, Product Support, and IT
- Edited and posted company news and videos
- Acted as site admin, and point person for all support inquiries regarding use of Confluence.

As GRAPHIC DESIGNER for internal strategic communications:

- Designed flyers, publications
- Developed Powerpoint themes
- Created graphics for presentations

American Red Cross, Los Angeles, California, 1999-2012

Creative Director

- Managed and coordinated graphic design projects such as Annual Reports, one-sheets, and product brochures from concept through completion to ensure successful delivery of print job. Collaborated with internal clients on vision, and marketing strategy.

Web Developer, Site Manager

- Responsible for adding and updating content, creating web graphics, and trained staff on using Wordpress CMS. Collaborated with internal clients to design, wire-frame, and code web pages that promoted Red Cross products and services.

COMPUTER SKILLS & PROFICIENCY

Publishing Software: Adobe Creative Suite, Final Cut Pro, Microsoft Word, Excel, Powerpoint

Website Development: Dreamweaver, Bootstrap, Wordpress, PHP, CSS, HTML