

Robert Cooper

Graphic Designer / Web Site Developer / Project Manager

Culver City, CA 90230

robcoop@mac.com

(310) 625-6149

I have vast experience in graphic design as well as web development. I specialize in Wordpress and bootstrap framework. I have produced several websites for non-profit organizations. I am available full time or as a contract worker. References available upon request.

Authorized to work in the US for any employer

Work Experience

WEB DEVELOPER & GRAHIC DESIGNER

Golden State Opportunity - Los Angeles, CA

October 2018 to July 2020

GSO is runs multilayered and cost-effective outreach programs to spread awareness and increase the use of public benefits, especially the state and federal Earned Income Tax Credits, and promotes free tax preparation services for low-income workers in California.

Services provided during length of contract:

- Created new branding for GSO, and redesigned/relaunched organization website GoldenStateOpportunity.org
- Led project team to analyze audience needs which guided the development and rebuild of the main program website CalEITC4Me.org. The goal of the website is to educate Californians about the earned income tax credit, and help visitors to determine eligibility. The new site registered 762,000 page views during tax season (1/120 thru 7/15/20)
- Designed impact reports, fundraising collateral, quarterly newsletters
- Created graphics for social media advocacy campaigns
- Built intake forms to collect email subscriber data
- Designed email templates in SendGrid and NationBuilder
- Collaborated with GSO Communications team to create weekly email blast sent to 35,000 subscriber list
- Regularly analyzed Google Analytics data to create website metrics reports

DIGITAL GRAPHIC DESIGNER

Gladstein, Neandross & Associates - Santa Monica, CA

December 2017 to November 2018

Execute on the strategy and vision set by the Art Director, Vice President of Communications & Marketing, and other members of GNA's management team and translate business and marketing objectives into designs that are compelling, visually appealing, and easily understood.

Areas of Expertise

- Branding & Identity Development
- WordPress Website Design & Development
- Marketing Collateral Content & Design
- Print and Digital Advertising
- Newsletter Content & Design
- Print Production
- Graphic Design
- Tradeshow Booth Design

WEBSITE DEVELOPER/PROJECT MANAGER

Rubicon Project - Playa Vista, CA

2013 to 2017

Executed on initiatives set forth by the Executive Team to promote internal and external business objectives. Internally, developed and managed the company's intranet, edited and posted company news, and created videos to highlight and celebrate company culture; worked with the Rubicon Project Innovation Lab to create websites and branding for new products.

In addition to supporting Rubicon Project internal marketing initiatives, also supported the Communication Department by providing graphic design and web development to help market & promote the company's business line of products and services.

CREATIVE DIRECTOR

American Red Cross - Los Angeles, CA

1999 to 2012

Served 13 years as Creative Director for the American Red Cross of Greater Los Angeles and was responsible for shaping design of collateral associated with fundraising initiatives, health & safety classes, and disaster relief services through the creation of videos, brochures, and online-giving campaigns.

Education

Associate in Graphic Design

Art Institute of Atlanta - Atlanta, GA

Skills

- Graphic Design (10+ years)
- Web Design (10+ years)
- Product Development (10+ years)
- CSS (10+ years)
- Digital Design (10+ years)
- Adobe Illustrator (10+ years)
- Branding (10+ years)
- HTML (10+ years)
- Adobe InDesign
- Adobe Creative Suite

- WordPress
- Web Development

Links

<https://www.causelaunch.com>

<https://www.linkedin.com/in/robcoop/>

Additional Information

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

WEB DEVELOPMENT

PROJECT MANAGEMENT

COMPUTER SKILLS & PROFICIENCY:

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

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