Alexander Cook

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Portfolio: https://portfoliopage.herokuapp.com | **GitHub**: https://github.com/Alex-C-Codes
LinkedIn: https://www.linkedin.com/in/alex-cook-5408b4ab/

EDUCATION

Georgia Institute of Technology   Atlanta, GA
Certificate of Fullstack Programming   February 2023
Final Grade: 94.47%

The University of Georgia, Terry College of Business   Athens, GA
Bachelor of Business Administration in Marketing with Digital Emphasis   December 2017

RELATED COURSEWORK

Georgia Tech Fullstack Bootcamp, Digital Marketing Analytics, Social Media Marketing Strategy, Integrated Marketing & Brand Communication, Marketing Strategies & Decision Making, Consumer Buyer Behavior, Marketing Research for Business Decisions

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RELEVANT CODING PROJECTS   **GitHub**: https://github.com/Alex-C-Codes

Flea Market Finds   **Site Link**: https://flea-market-finds.herokuapp.com
(HTML, CSS, Javascript, React.js, MongoDB)   February 2023
– Worked within a team to design an e-commerce site that allows users to create accounts, create store booths, upload products, and purchase products through Stripe. Deployed on Heroku.

Weather Dashboard   **Site Link**: https://alex-c-codes.github.io/AlexCook-WeatherDashboard/
(HTML, CSS, Javascript, API)   November 2022
– This app allows people to search for a city and then find current and forecasted weather conditions in that city.

Personal Website   **GitHub**: https://portfoliopage.herokuapp.com
(HTML, CSS, Javascript, React.js)   February 2023
– React-based website designed to showcase coding skills as well as personal hobbies and interests. Deployed on Heroku.

RELEVANT WORK EXPERIENCE

Digital Media Strategist   September 2019 - Present
Cox Inc   Atlanta, GA
– Built, optimized, managed, and provided reporting and insights for Native, email, YouTube, display, OTT, IP Targeting, and Programmatic campaigns
– Worked with publishers to negotiate deals for OTT inventory
– Provided recommendations to sales team in developing digital marketing strategies for clients
– Created product slides and presented them to sales members to showcase our offerings

Account Manager   January 2018 - September 2019
Propellant Media   Atlanta, GA
– Built, organized, and managed programmatic and PPC advertising campaigns
– Wrote and published case studies, blogs, and articles around programmatic advertising for content marketing and to educate site visitors
– Sought new business opportunities for the agency and worked hand in hand with senior leadership in sales and marketing efforts
– Educated, managed, supervised, and assigned responsibilities to interns regarding the internal processes
– Worked within a team to develop the internal operations of the company

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TECHNICAL SKILLS

Coding: HTML5, CSS3, JavaScript, jQuery, Express.js, React.js, Node.js, progressive web apps, MongoDB, MySQL, APIs
Analytics: DV360, Campaign Manager, Google Analytics Certified, AdWords Certified, MailChimp, Constant Contact, WordPress, Blogger
Computer: Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Eclipse