

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
Certificate of Fullstack Programming
Final Grade: 94.47%

Atlanta, GA
February 2023

The University of Georgia, Terry College of Business
Bachelor of Business Administration in Marketing with Digital Emphasis

Athens, GA
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

RELEVANT CODING PROJECTS

Flea Market Finds

(HTML, CSS, Javascript, React.js, MongoDB)

- 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.

GitHub: <https://github.com/Alex-C-Codes>

Site Link: <https://flea-market-finds.herokuapp.com>

February 2023

Weather Dashboard

(HTML, CSS, Javascript, API)

- This app allows people to search for a city and then find current and forecasted weather conditions in that city.

Site Link: <https://alex-c-codes.github.io/AlexCook-WeatherDashboard/>

November 2022

Personal Website

(HTML, CSS, Javascript, React.js)

- React-based website designed to showcase coding skills as well as personal hobbies and interests. Deployed on Heroku.

GitHub: <https://portfoliopage.herokuapp.com>

February 2023

RELEVANT WORK EXPERIENCE

Digital Media Strategist

Cox Inc

September 2019 - Present

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
- Built, managed, and optimized over \$1,000,000 in advertiser spend in 2022
- Won OTP in Q4 of 2022

Account Manager

Propellant Media

January 2018 - September 2019

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

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