

# ALLEN D. COOPER

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## EXECUTIVE SUMMARY

**Project Management / Strategy Management / Targeted Distribution Marketing / Curriculum & Design / EdTech  
Front-End & Back-End Web Development / D&I Leadership / Heads-Down Execution / Brand Awareness & Ambassador**

ENTREPRENEURIAL PROJECT MANAGER AND CERTIFIED FULL-STACK DEVELOPER with experience managing projects through entire development lifecycle. A thought-leader with exceptional communication skills to lead, energize, and collaborate on cross-functional teams to deliver results and drive innovation. Skilled at glean insights from qualitative and quantitative methods to make informed business decisions with the consumer always in mind.

### Selected Achievements

- ~ Rapidly grew userbase on ACES technical product from 3K to over 70K in two years ~
- ~ Successfully developed and launched new digital ACES Progress Report and ACES Dashboard applications ~
- ~ Won company Product of the Year, achieving 127% of goal (2017) ~
- ~ Achieved 117.8% of sales goal, #3 of 90+ reps in company (2016) ~
- ~ Identified by seller of publishing firm as the favored buyer ~

COLUMBIA UNIVERSITY, FU SCHOOL OF ENGINEERING, NEW YORK, NY | *Certificate in Full-Stack Development, Sept. 2019*  
UNIVERSITY OF CHICAGO, CHICAGO, IL | *Bachelor of Arts in Anthropology, June 2007*

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## EXPERIENCE

### MACMILLAN LEARNING • New York, NY

2015–Present

*Program Manager, College Success & Human Communication, June 2017–Present*

Own, manage, and grow \$6M+ set of digital and print products purchased by 150K college students annually

- Grew program revenue from \$4.5M to \$6.1M, cut plant spend 26%, and transformed from print to digital with digital sales growing from 34.9% to 73.6% of total sales over two-year period
- Managed the successful development, from vision to user-testing to launch of new digital ACES assessment products that utilize Mongo DB and JavaScript front-end
- Manage, develop, and launch new digital assets to improve inclusive culture on company's Diversity & Inclusive Council

*Publisher Field Representative, April 2015–June 2017*

Offsite employee in Fort Lauderdale, FL; managed S. Florida territory of 19 campuses with combined student enrollments of 220K

- Achieved top-3 rep in the company (117.8% of goal) in 2016, winning 18+ takeaways worth \$300K+ per semester
- Performed 60+ technology training workshops helping put territory in top 3 (of 92) for digital course creation/activation

### INDEPENDENT FREELANCER • Boston, MA

2014–2015

*Self-employed freelance editor/publishing professional, April 2014–April 2015*

- Set up cloud database for Harvard prof. to organize, preserve, and self-publish lectures and 10,000s of PowerPoint slides

### FOCUS PUBLISHING/R. PULLINS CO. • Newburyport, MA

2011–2014

*Associate Editor, October 2011–April 2014*

Develop, grow, and market extensive humanities list; assist publisher in acquiring 10–20 titles per year; negotiate agreements with and supervise authors, copyeditors, and proofreading professionals; develop MSS to meet house standards; calculate P&L for projects and track budget; co-lead weekly production meetings; attend and exhibit at 7–10 conferences per year

- Strategically managed lists resulting in est. growth in revenue (20%) and EBIT (from break-even to 200K)
- Supervised clearing of e-permissions for over 400 images and 50 texts for release of house's first major textbook as eBook
- Spearheaded re-launch of online publishing platform, leading digital publishing to profitability in 3 months

*Assistant Editor, September 2011–October 2011*

Assist publisher in acquisitions; sponsor projects throughout the publication process and bring them to market; market research

- Led update and standardization of philosophy library, coordinating with authors and co-workers to redesign, re-market, and re-launch updated cover, interior design, marketing copy, and acquisition strategy
- Turned around problematic MS through developmental edit, successfully resulting in first major textbook in theatre list

*Book Publishing Intern, July 2011–September 2011*

- Reviewed philosophy MS submission, developed revision plan with authors, and successfully transmitted title for 2012 list
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## SKILLS/LANGUAGES

Google • HTML5 • CSS3 • JavaScript • jQuery • Bootstrap • Express.js • React.js • Node.js • Database Theory • MongoDB • MySQL • Git • Salesforce • JIRA • LMS • Excel • Adobe CS/CC • Camtasia • YouTube • Intermediate Spanish & Latin