# ALLEN D. COOPER

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## PROFESSIONAL SUMMARY

**Product Management / Strategy Management / Curriculum & Design / EdTech / Diversity & Inclusion**
**Front-End & Back-End Web Development / Heads-Down Execution / Brand Awareness & Ambassador**

ENTREPRENEURIAL PRODUCT MANAGER with certificate in full-stack development and 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 gleaning insights from qualitative & quantitative methods to make informed business decisions with the consumer in mind.

### Selected Achievements

~ Rapidly grew user base 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 ~

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## TECHNICAL SKILLS

LANGUAGES: JavaScript/jQuery, CSS3, HTML5, React.js, Bootstrap, Node.js, Express.js, MySQL, MongoDB
APPLICATIONS: Github, ZenHub, Jira, Slack, Qualtrics, Postman, VSCode, Terminal, Workbench, SalesForce

## PROJECTS

BUTTERFLY | github.com/AllenDCooper/Butterfly | social-butterfly-app.herokuapp.com
- Butterfly is a class communications platform ("Slack for the classroom"), which creates a closed environment with content "cards" shared in a feed to share content and engage students in multiple ways.
- Led team as product lead and application architect; recruited and managed a team of 3 developers to build MVP; developed user stories, wireframes, and ZenHub board to manage assigned tasks; served the app on Heroku with mLab MongoDB; led regular SCRUM, code review, and helped to solve issues as they arose.
- MERN stack with React-Bootstrap, using passport library for authentication.

GROWTH-TRACKER | github.com/AllenDCooper/GrowthTracker | growthtracker.herokuapp.com/
- GrowthTracker is a metacognitive survey platform that iteratively builds norming tables and delivers percentile ranks for your most pressing questions.
- Developed app as product lead and full-stack engineer, conceiving and building MVP from scratch
- MERN stack with Material UI, using passport library for authentication.

LOOCATE | github.com/tbiaglow/Loocate | loocate.herokuapp.com/
- Loocate allows users to enter their location to find a public restroom nearby in NYC, using a MySQL database to store and query public data from the Park Inspection Inventory at NYC Open Data project.
- Contributed as back-end developer, designing MySQL database with 4 schemas and importing NYC parks data; wrote API routes to query database and retrieve clean, usable JSON for front-end.
- Built with jQuery, Bootstrap, MySQL, Node.js, Express.js, express-handlebars, and GoogleMaps API.

GETBUSY | https://github.com/emilybaum/GetBusy | https://emilybaum.github.io/GetBusy/
- "The UnDating App," GetBusy allow users to plan a date for themselves.
- Conceived of project and developed app architecture; wrote front-end calls to EventBrite API and Etsy API; set up, managed, and handled calls to Firebase DB.
- Built with Javascript/jQuery, Bootstrap, Firebase, Pixabay API, Etsy API, and Eventbrite API.

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**EXPERIENCE**

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**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 MongoDB and JavaScript front-end
- Founded and successfully launched industry-first DICR editorial board to develop more inclusive learning content as part of company's Diversity & Inclusive Council

*Publisher Field Representative*, April 2015–June 2017
Off-site 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/semester
- Performed 60+ technology training workshops helping put territory in top 3 (of 92) for digital product usage

**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 and preserve 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 permissions for 400 images and 50 texts for release of house's first major 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 to publication 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

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**EDUCATION**

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**COLUMBIA UNIVERSITY, FU SCHOOL OF ENGINEERING**, NEW YORK, NY | *Certificate, Full-Stack Development, Sept. 2019*
- A 24-week intensive program focused on gaining technical programming skills in HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, Node Js, MySQL, MongoDB, Express, Handelbars.js & ReactJS.

**UNIVERSITY OF CHICAGO**, CHICAGO, IL | *Bachelor of Arts in Anthropology*