ALLEN D. COOPER

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EXECUTIVE SUMMARY

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

ENTRENERUIAL PRODUCT 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 gleaning 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*

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

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