

## AVI COOPER

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### PROFESSIONAL EXPERIENCE

#### **Cadmus Creative** - Cleveland and Youngstown, OH

*CEO, 2001 – Present*

- Providing clients with cost-effective, quality and metric-driven marketing and communications planning, development and tactical execution.
- Designing architecture, building and administering of websites with platforms and languages including including WordPress, DotNetNuke, HTML, PHP, and Swift 2.0.
- Content creation and development for websites, printed collateral, social media, and mobile apps, including:
  - Develop, manage mass email campaigns and analytics (Constant Contact, MailChimp).
  - Social media management including, but not limited to, Facebook, Flickr, Foursquare, Google+, Instagram, LinkedIn, Periscope, Snapchat, Tumblr, Twitter, and YouTube.
  - E-commerce platform implementation/integration and management.
  - Search Engine Marketing (SEM) including Google Small Business and AdWords.
  - Tracking, analysis and reporting on marketing tactics performance utilizing tools such Google Analytics and other metrics available.
  - Public and media relations (local and national media outlets) including, but not limited to press releases, pitching stories, interviews, expert positioning, crisis communication plans, and events.
- Special project leadership:
  - Research Assistant in a 5-year research study for a Big Ten University, trained and certified in Social & Behavioral Human Subject Research, Land Parcel Visual Assessment and Esri Collector for ArcGIS (GPS enabled real-time mapping) and Qualtrics (data collection) software applications.
  - Account Manager for a regional marketing firm and provided written technical online content for a Fortune 500 company in the motion and control technologies space.
  - Practice Manager assisting startup of a Youngstown, OH family private medical practice, including working with national/regional health insurance companies to ensure proper physician credentialing and management of day-to-day operations: administrative, financial, human resources, IT, and marketing -including a new website, billboard, radio, and magazine ads.

#### **Classic Bath** - New Castle, PA

*Internet Marketing Manager, 2013 – 2014*

- Led development, launch and management of corporate marketing strategy and activities for a new e-commerce bathroom hardware retailer specializing in custom, made-to-order in the USA, traditional, whirlpool, and walk-in bathtubs.
- Responsible for developing, launching and overseeing two new subsidiaries, an e-commerce business and the corresponding private label, with websites and brand development while utilizing a nearly \$75K/year marketing budget.
- Developed, executed, measured (HootSuite, Google Analytics) e-mail campaign and Search Engine Marketing (SEM) strategy which included Search Engine Optimization (SEO) and Pay-Per-Click (PPC) advertising (Google Adwords, Google Products, Facebook Ads).
- Created, managed, and tracked (HootSuite, TweetDeck) their social media accounts (Facebook, Google+, Houzz, LinkedIn, Pinterest, Tumblr, Twitter).

**Cohesant Inc. - Beachwood, OH**

*Marketing Manager, 2007 - 2011*

- Led daily marketing activities for international epoxy coatings manufacturer and water infrastructure protection services company based in Cleveland, with subsidiaries in Cleveland, Tulsa, and Vancouver and a nationwide network of dealers, franchises, and certified applicators.
- Sourced and managed team of freelancers, consultants, and web developers to provide marketing services alternative to high-cost agencies with significantly reduced project cost and lead-time.
- Leveraged technology to develop and implement targeted tactics that generated greater brand awareness and created a \$32M sales pipeline.
- Key member of team responsible for reducing \$800K annual marketing budget to \$130K and more than doubling volume of quality leads via the following:
  - Migrated .Net CMS websites to open-source .Net CMS platform (DotNetNuke) reducing annual host, development, and maintenance services budget from \$50K to \$10K.
  - Replaced \$80K annual print and direct mail advertising budget with \$30K annual e-mail marketing (Constant Contact, MailChimp) budget.
  - Replaced \$70K agency designed ill-performing website with an effective website created internally with freelance designer for \$10K.
- Integrated and maintained websites, blog, and e-mail marketing with web visitor statistic service (Google Analytics), CRM software (Salesforce), and phone call analytics system (CallSource), to produce ongoing accurate tracking of ROI for lead generation campaigns.
- Managed \$130K budget to redesign, create, produce, post, and administer websites, forums, SEM (SEO, SERM, PPC), blogs, social media, podcasts, videos and print collateral.

**The Jewish Community Federation of Cleveland - Cleveland, OH**

*Marketing & Communication Association/Web Director, 2001 - 2006*

- Media/public relations contact, collateral copywriter, for one of the region's oldest, largest, and most successful nonprofit fundraising organizations and its ten partner agencies.
- Press release writer; on-call media/public relations contact for comment, content, interviews, and crisis communications; pitching stories to local/national TV, radio, and print.
- Web development collaborator in national FedWeb web CMS and local implementation integrated with online pledge and donation system for \$30M annual campaign.
- Designed, edited and grew the "Federation eNews" into a 5K subscriber monthly e-newsletter.

**PROFESSIONAL PORTFOLIO**

Highlighted marketing projects throughout my career including video, email, websites, newsletters, artwork & apparel  
- <https://app.box.com/v/avicooper>.

**EDUCATION**

B.A. Political Science, John Carroll University - University Hts., OH.