

# Cooper Tuch

## User Experience

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## SKILLS

- HTML, CSS, SASS, Javascript, Express, jQuery, PostgreSQL, MongoDB, React, Python, Django, Axios, Ajax, NodeJS, Materialize, Git, Github, Wordpress, AdobeXD
- Social Media Marketing on Facebook, Instagram, Twitter, LinkedIn, Google
- Google Analytics, Google AdWords, Facebook Analytics, Facebook Ads

## PROJECTS

- **WeWorkout** (<https://we-work-out.herokuapp.com/>) - Built an open forum for workouts using HTML, CSS, Python, Django, PostgreSQL and Materialize. Full CRUD functionality for workouts and lifts, with required user authentication. Deployed to Heroku, responsive for desktop and mobile.
- **BB'z Questions** (<https://coopertuch.github.io/GA-Project-1/>) - Designed a single-page web application using HTML, CSS, and Javascript. Users are presented with a variety of question categories with questions randomized on page load. Responsive for desktop and mobile.
- **DevQ** (<https://wtsia.github.io/DevQ/>) - Developed a study platform for Software Engineers, built as a team project at General Assembly using HTML, CSS, Javascript, React, Express, Node, Mongoose, GitHub, Heroku. Full CRUD functionality, responsive for desktop and mobile.

## EXPERIENCE

### Marketing Verge – Frontend Engineer, Irvine, CA, January 2020 - June 2020 (Contract)

- Wireframed, prototyped, and coded websites for Marketing Verge and clients.
- Launched full stack applications using HTML, CSS, Javascript, Express, NodeJS, MongoDB, Wordpress, SASS, USAePay API.
- Analyzed and optimized websites for marketing campaigns across social media platforms.
- Wrote copy for the Marketing Verge website, blog, email marketing, and client ads.

### Hype Well Media – Media Planner, Ad Buyer, Santa Ana, CA, October 2017 - December 2018

- Led agency's Facebook Advertising growth 500% over industry benchmark within one year.
- Managed over \$100,000 in monthly ad spend for 40+ e-commerce and lead generating clients on Facebook, Instagram, Google, and LinkedIn.
- Created specialized Advertising Plans using conversion funnels, considering objectives, audience, and analytics. Purchased ads while A/B tested campaigns, audiences, and ads.
- Planned and implemented Social Media Marketing Campaigns across social media platforms.

## EDUCATION

**Software Engineering Certificate**, General Assembly, Los Angeles, CA, August 2019 - November 2019

**Bachelor's Degree in Marketing**, Mihaylo College of Business and Economics; California State University, Fullerton, CA, August 2015 - May 2018

**Spring Semester Abroad**, Ewha University, Seoul, South Korea