

## SKILLS

- Web Development — HTML, CSS, JavaScript, ReactJS, Wordpress, Git, Github
- Social Media Marketing — Facebook, Instagram, Google, Twitter, LinkedIn
- Advertising — Facebook Ads, Instagram Ads, Google Ads, LinkedIn Ads
- Copywriting — Social Media Content, Email Marketing, Blog Posts, Ads
- Analytics — Google Analytics, Facebook Analytics
- Creative — Adobe Photoshop, Adobe XD

## 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's 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 Developer, Irvine, CA, January 2020 - June 2020 (Contract)

- Designed and built websites and landing pages for Marketing Verge and clients.
- Optimized marketing and advertising campaigns across social media platforms.
- Wrote copy for the Marketing Verge website, blog, email marketing, and client ads.
- Assisted in setting up on-boarding and operational workflows.

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

- Led agency's Facebook Advertising growth 500% over industry benchmark within one year.
- Created specialized Advertising Plans using analytics to determine objectives, audience, ads, collaborating with account managers and design teams.
- Managed over \$100,000 in monthly ad spend for 40+ e-commerce and lead generating clients, primarily for Venus Et Fleur & Ikonick, on Facebook, Instagram, Google, and LinkedIn.
- Purchased ads while A/B tested campaigns, audiences, ad creative, and ad copy.
- Scaled campaigns while maintaining strict ROI goals.

### Hype Well Media – Account Manager

- Strategized and executed social media campaigns to organically grow online presence and brand awareness, increase engagement, drive in store traffic, or push online conversions.
- Designed content calendars, wrote copy, and scheduled posts across social media channels.
- Storyboarded and directed photo and video shoots for clients content generation.
- Coordinated, wrote, and filmed a social media influencer video with 1m+ impressions, growing page engagement by 154% and increased following by 30%.

## EDUCATION

- **Software Engineering Certificate**, General Assembly, Los Angeles, August 2019 - November 2019
- **Bachelor's Degree in Marketing**, Mihaylo College of Business and Economics; California State University, Fullerton, August 2015 - May 2018
- **Spring Semester Abroad**, Ewha University, Seoul, South Korea, February 2016 - June 2016