

Marc Cooperstein

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Summary

A hard-working, young professional with a unique background in web development, business development, education, and CRM. Passionate about education, start-ups, customer engagement, and learning new technologies.

Work Experience

The Coder School – San Mateo, CA

May 2016 – Jan 2018

General Manager/Programming Instructor

- Taught kids the fundamentals of computer programming in a fun, concise, and easy to understand manner, so they could learn how to build their own webpages, games, and applications.
- Helped increase overall student enrollment by 75% at San Mateo location during time as General Manager.
- Helped with training and overseeing Grand Openings for several franchise locations, both locally in the Bay Area and also nationally with franchises in Dallas, Boston, and Atlanta.

Amici's East Coast Pizzeria - All Locations

Oct 2014 – Jan 2016

Head of Customer Experience

- Oversaw company's Yelp Business Portal and company website's customer feedback page, which required responding to reviews, reaching out to customers, and then determining the appropriate course of action.
- Spearheaded initiative of upgrading Amici's décor and customer experience company wide. This involved overseeing TV installations, ordering/purchasing of furniture and smallwares, and sending out RFPs to various suppliers and distributors.

Amici's East Coast Pizzeria – San Francisco, San Diego, and Shanghai

Apr 2013 – Oct 2015

Manager of Operations and New Business Development

- Oversaw day-to-day operations of restaurants (dine-in, take-out, and delivery), and helped lower labor costs by 25%, when compared with labor cost over previous year at those locations.
- Helped develop the company's Corporate Delivery Development Strategy and established relationships with 3rd Party ordering sites such as GrubHub, Eat24, and UberEats. These initiatives helped increase delivery revenues by 33% company-wide (\$500K additional revenue per year).
- Led event planning and marketing aimed at targeting local communities and businesses in new markets.

Education

Thinkful Web Development Career Path Course

Graduated Jul 2016

Personal Website/Portfolio: <http://www.mcooperstein.com/>

GitHub Profile: <https://github.com/mcooperstein>

University of California Santa Cruz

Graduated Mar 2013

Double Major: Business Management Economics and East Asian History, 3.58 cumulative GPA