

Marc Cooperstein

San Francisco, CA
650.619.2435
mcooperstein@gmail.com

LinkedIn: [linkedin.com/in/mcooperstein1990](https://www.linkedin.com/in/mcooperstein1990)

GitHub: github.com/mcooperstein

Portfolio: mcooperstein.com

>LANGUAGES AND TECHNOLOGIES

- **Proficient:** JavaScript, React, GraphQL, Node.js, Express, PostgreSQL, HTML5, CSS3, CSS Grid, Flexbox, Firebase, Jest, NPM, Agile Development, Handlebars, PHP, AJAX, HTML, CSS, Git
- **Exposure:** TypeScript, React Native, Redux, AngularJS, D3.js, p5.js, Python, Foundation

>PROFESSIONAL EXPERIENCE

Yahoo! | Software Engineer II (Search Frontend) | Sunnyvale, CA

Jan 2023 - Present

- Led front end development for 'What-to-watch' v1 and v1.2 experience for desktop and mobile web utilizing JavaScript, HTML, and CSS, indexing 1.3M+ movie and tv show entities to recommend new content to users.
- Developed media preview for 'What-to-watch' to surface selected entity details without need for page refresh with JavaScript, driving card exploration up by 170%, while dropping skip rate and reformulation rate by 14%.
- Functioned as engineering lead for Yahoo Search's Olympics 2024 coverage, composed of 15 modules and rolled out to the US and 21 international markets; FE portion of experience built in JavaScript and Handlebars.
- Implemented 'Search Refresh' initiative as part of Search Modernization team, revamping UI components following Yahoo!'s CSS design system using JavaScript and HTML.
- Engineered Pinterest carousel display, integrated with Pinterest API, to display feature images and links from Pinterest users utilizing JavaScript, Handlebars, and CSS.
- Migrated Yahoo! Search's Sports experiences from consuming REST APIs to GraphQL APIs using JavaScript, improving GraphQL endpoint coverage to over 80%.

Yahoo! | Software Engineer I (Search Frontend) | Sunnyvale, CA

Aug 2018 - Jan 2023

- Led front end engineering with JavaScript, Handlebars, and CSS for Olympics 2020, Olympics 2022, and World Cup 2022 experiences on Yahoo! Search, which drew over 1M page views for the duration of each event.
- Interfaced with Walmart Grocery API to take user's location and link them to nearest Walmart and display common grocery items and allow them to add to cart in Yahoo! Search using JavaScript.
- Developed new AJAX filtering feature in JavaScript for Yahoo Search News DD, enabling users to filter for news stories based on provider and for content by left-leaning, center, or right-leaning publications.
- Created new mobile movie experience, 'KGB Movies', improving UX via design and navigational enhancements, and multi-day movie ticket listing feature using JavaScript, HTML, and CSS, boosting CTR by 30%.
- Collaborated with design and content teams to develop several Yahoo Search US 2018 midterm Election DDs in JavaScript, Handlebars, and CSS, which saw over 2.5 million page views during the election cycle.
- Developed reusable movie DDs used for Yahoo Search Pringles Project (Oscar Movie Coverage) in JavaScript, which saw over 200,000 page views and 50.73% click rate during the weekend of the Oscars telecast.

Analogy Plus | Software Engineer | Foster City, CA

Mar 2018 - Aug 2018

- Developed mobile app prototype for image sharing social media platform in JavaScript, React Native, Node.js, Express, and PostgreSQL, where users leave comedic comments in an effort to achieve the most "laughs."
- Redesigned 2 core websites with JavaScript, React, Node.js, Express, and PostgreSQL, improving performance, progressive web app, accessibility, and SEO scores by as much as 50%.

The Coder School | Lead Software Engineering Instructor + General Manager | San Mateo, CA

May 2016 - Feb 2018

- Led team of 15 instructors teaching over 200 students fundamentals of computer programming in JavaScript.
- Collaborated on design and testing of payroll calculator tool using Pike13 API, automating company's payroll process and saving all school owners/managers 50+ hrs of work per year.
- Increased enrollment at San Mateo location by over 75%, giving school greatest highest student count and largest annual revenue (over \$500,000) out of all 20 locations.

>EDUCATION

B.A. Double Major: Economics & History, University of California, Santa Cruz

>ACTIVITIES

Avid Film Connoisseur, Rated and reviewed 1500+ movies on Rotten Tomatoes

06/2007 - Present