

# Marc Cooperstein

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## Summary

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

## Work Experience

### **The Coder School – San Mateo, CA**

***May 2016 – present***

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#### *General Manager/Programming Instructor*

- Teaching kids the fundamentals of web development and computer programming in a fun, concise, and easy to understand manner, so they can learn how to build their own webpages and applications.
- Finding a balance of being an educator while also keeping it fun, so the students are engaged and excited to learn. This approach has helped me successfully convert over 50% of free-trial students to regular paid students.
- 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 and New England.

### **Amici's East Coast Pizzeria - All Locations**

***Oct 2014 – Jan 2016***

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#### *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***

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#### *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 3<sup>rd</sup> 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***

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

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

### **University of California Santa Cruz**

***Graduated Mar 2013***

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