



Christopher R. Cooper

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EDUCATION

Northern Illinois University | May 2010

Dual Degree: Bachelor of Arts in Philosophy & English

PROFESSIONAL EXPERIENCE

Email Marketing Manager | TuneCore

Brooklyn, NY | June 2016 – Present

ACHIEVEMENTS: Improved open rates by +250%, clicks-to-open rates by 200%, and reduced list churn by +100% managing a list of +1.6 million contacts. Developed contact insights by analyzing user behavior and Marketing Automation tools to develop lead scoring models, automated email programs, and life-cycle staging. Also redeveloped all outgoing email marketing communications while recompiling build and quality assurance processes to adhere to brand guidelines and responsive/ux design best practices.

- Lead, design, and develop TuneCore's email marketing strategy, while improving the company's overall multimedia/email brand, database management, and customer engagement.
- Capture, synthesize and distill actionable insights through the use of data analysis and progressive iteration to build and distribute timely and on brand messaging.
- Develop and lead the strategic planning of email content, while also driving the development and execution of email marketing practices and programs.
- Develop, lead and execute all aspects of email marketing campaigns, from development through to deployment, launch and measurement.

Multimedia Marketing Manager | LiveIntent

New York, NY | July 2014 – May 2016

ACHIEVEMENTS: Storyboard, animated, and produced weekly video series and newsletter for two years and over 100 videos that increased open rates by 50% and engagement time by more than 2 minutes. Designed the two most downloaded reports to date achieving more than 1000 downloads each. Also delivered more than 150 pieces of marketing collateral for sales use, redeveloped brand guidelines across the company's multimedia channels, and created RFPs for top clients.

- Ensure brand consistency in the creation of web, print, and multimedia collateral.
- Manage and mentor design team in execution of visual, web, interactive, motion and print collateral.
- Develop and code email templates and landing pages for use in marketing campaigns.
- Create and implement workflows, wireframes, and prototypes for various web properties.
- Execute on the creation of style guidelines, expansion of web properties, foundation of video standards.

Marketing & Graphics Coordinator | LiveIntent

New York, NY | September 2013 – June 2014

- Ensure that materials are up to date and true to brand guidelines.
- Implement and iterate on layouts for onesheets, case studies, and other marketing and sales materials.
- Support marketing campaigns in advertising, public relations, social media, and events.

Marketing and Communications Coordinator | Serve Rhode Island

Providence, RI | March 2013 – August 2013

- Advance and ensure brand consistency on all communications and marketing strategies along with web and print content for the organization through SRI publications.
- Act as the liaison between agencies seeking volunteers/service projects, corporate, group, and individual volunteers, and school administration, staff, and students.
- Tracking requests, match volunteers with opportunities, and support the recruitment, placement, retention and management of volunteer and volunteer opportunities through Salesforce system.

SKILLS

• Technical:

Lexis-Nexis, Marketo, HubSpot, Adobe Suite (Photoshop, Illustrator, InDesign, After Effects), Auto-CAD, Sketch, HTML, CSS, CMS, Salesforce, Microsoft Office (Word, PowerPoint), PC, MAC, LINUX, Tableau.

• Other:

Creative Thinking, Curriculum Development, Project Management, Critical Analysis, Research, Copy Editing, Writing, Public Speaking, Print Design, Brand Management/Design, Photography, Videography, Video Editing, Interaction Design, Animation, Empathy.