

# J. Brandon Cooper

Full-Stack LAMP Developer / Front-End Web Developer / Automation Specialist

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San Diego, CA

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## WORK EXPERIENCE

**Bubbly Belle (Bubbly Brands)**, December 2019 – February 2023

San Diego, CA

*Principal Web Engineer*

*August 2020 – February 2023*

- Conversions raised 214% by implementing SMS messages to users with abandoned carts after 35 minutes of inactivity. Potential customer would receive text to save 10% with code.
- Collected user generated content by onboarding 700+ social media micro-influencers to post content using Bubbly products, and to mention their discount code to track sales.
- Interoffice work efficiency increased two-fold by aggregating data to an internal dashboard, which saved users the time of logging in and bouncing back and forth between many websites.
- Conversions went up 202% with adaptive marketing funnel, which used automated split testing on fonts, colors, sizes, and images, to identify which settings convert the most users.
- Automated Shopify management to help prevent human errors, and to allow multiple users to contribute to the internal dashboard, instead of each gaining full access to the Shopify store.
- Saved \$7,545 annual by building an internal customer review tool which was connected to our Shopify workflow to send emails to customer 35 days after ordering to capture their review.
- Existing user retention went up 236% by implementing a return customer flow, where they can learn the value of the ring they received and are offered a similar product at a discount.

*Senior Full-Stack Developer*

*December 2019 – August 2020*

- Coded 136 pixel-perfect pages from our creative team's Adobe XD designs, using bootstrap framework to create HTML/CSS/JS pages, and deployed to production using CI/CD pipeline.
- Developed custom "All Products" page, with filtering by products and reviews, allowed for customers to add items to the cart directly from this page instead of clicking into product.
- Established seasonal marketing funnels for marketing affiliates to showcase our affiliate marketing competitions, view current standings per affiliate, and showcase the winner.
- Optimized the 10 best funnels to remove spaces, use global includes instead of repetitive code, minified scripts, and styles for faster loading, and used global variables instead of local ones.
- Constantly deployed redesigns and new ideas for quizzes and funnels to split test against our existing winners to find better converting designs and workflows.

**Pathway Genomics**, February 2019 – November 2019 (contract role, 9 months)

San Diego, CA

*Sr. Software Engineer*

- Designed, developed, and launched a microsite featuring their newest DNA test Cannabis DNA using Adobe Creative Cloud products, CodeIgniter, and bootstrap, on AWS EC2 instance.
- Scheduled a 5-week email drip campaign through MailChimp for those who subscribe to the newsletter. The drip explained who we are, what the test does, and coupon code to use.
- Published blog posts from scientists to the microsite and created imagery and copy for paid ads to promote these posts within Facebook and Instagram platforms.

**Asset Marketing Systems (AMS)**, September 2017 – February 2019

San Diego, CA

*Front-End Web Developer*

- Created B2B landers for Financial Advisors who need assistance with technology and marketing, to schedule time with a Marketing Coordinator to discuss our services.

Please visit my online portfolio: <https://www.jbcooper.me>

- Managed 12 internally hosted Financial Advisor websites using CodeIgniter, which promoted gated content (Retirement, Insurance, etc.), event registration, and product awareness.
- Managed 17 internally hosted Financial Advisor websites using WordPress, which also promoting gated content, event registration, and product awareness.
- Integrated HubSpot with the gated content submission so each Financial Advisors could drip on customers weekly or monthly with their updates and offerings.
- Created admin dashboard to see email link clicks and page hit summaries across all Financial Advisors marketing, as well as internal metrics using Basecamp, and team successes.
- Admin dashboard also managed: shortened URLs, email tracking pixels, website and marketing assets, email distribution schedule, passwords, interdepartmental messaging.

**Bank of Cardiff**, April 2016 – July 2017

San Diego, CA

*Product Manager*

- Rebuilt or added modules of custom CRM using PHP and AJAX, including call metrics/stats; user management, log in/log out, timesheet reporting; templated email mailer; inbound traffic stats; lead management/distribution.
- Created/optimized landing pages for paid traffic, working with a third-party to select content and execute AB testing.
- Created online small-business loan application, with features: subtle saves for soft leads, sign-with-finger functionality on mobile phones/tablets, SMS success messages, save/resume application, google reCAPTCHA, and how-to video.
- Implemented the “Cardiff Insight Series,” a gated-content marketing effort with articles written by industry leaders.

**Vast Bridges**, November 2014 – December 2015

Jacksonville, FL

*Senior Front-End Web Developer, Marketing Department*

- Processed HTML/CSS/JavaScript/PHP changes as needed on 92 production websites, over 4 servers, using Adobe Creative Cloud tools Dreamweaver and Photoshop.
- Used Photoshop to mock templates for new websites to be approved by committee. Then created pixel-perfect HTML/CSS templates from these PSD files and deployed to servers.
- Created infographics with copywriters on various topics: economy, sociology, technology, science, etc. to “go viral” and increase visits to website.
- Redesigned HTML tabular layouts to be responsive CSS layouts, while preserving the design.
- Created the “Vast Bridges Marketing Portal,” a central repository for website assets, login information, invoices, created outreach items, project workflows, knowledge base, and more.

**EDUCATION**

**University of North Florida**

Jacksonville, FL

Bachelor of Science in Communications

**SKILLS**

Mastery of: Windows & Mac OS, Microsoft Office, Adobe Creative Cloud (PS, AI, ID, XD, DW, PR, AN), HTML, CSS, Javascript, JQuery, CodeIgniter, cPanel, Plesk, Wordpress, GitHub, MySQL Workbench, Sublime Text, VS Code, SMS, Email, Templating, Developer Tools.

Intermediate knowledge of: Sketch, Figma, Angular5, Vue.js, ReactJS, Visual Basic, .NET (C#).