

# J. Brandon Cooper

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## EDUCATION

### University of North Florida

Jacksonville, FL

Bachelor of Science in Communications, December 2012

*Major: Communications. Minor: Advertising*

- Member Sigma Chi Fraternity
- Member UNF Advertising Club

## EXPERIENCE

### Bubbly Brands, December 2019 – February 2022

San Diego, CA

*Applications Development Director*

- Integrate with Faire.com API for wholesale order placement and fulfillment.
- Create and manage PHP-based internal tools to track: SKUs across all product lines, funnels and funnel properties, steps and step properties, internal AB testing metrics and winners, send/receive ad hoc SMS messages to our customers (EZ-Texting API Integration).
- Create a flow for Amazon Ambassadors to capture data and review the data.
- Integrate Refersion Affiliate Marketing with our brand ambassador program.
- Create an internal tool to request and present reviews from customers (to replace Loox).
- Manage additions to our Rebiller CRON to capture and process customer subscriptions.
- Create reveal flow which integrates questions to build customer data and suggest products.

*Front-End Web Developer*

- Updates and changes to the website to release quarterly/seasonal product lines.
- Create new “spin-to-win” flow for customers to win one of 6 prizes, several versions.
- Create pixel-perfect landing pages using bootstrap and assets from XD designs.
- Create an “All Products” page with filtering and with direct engagement through the page.
- Integrate with Klaviyo flows starting with an open carts all the way to review the product.
- Create quizzes and funnels for seasonal bath bombs, add collection pages to the website.
- Create and optimize all stages of the funnel, using custom code and Shopify API connector.
- Complete redesign of all quizzes and funnels to compare against our existing winners.
- Optimized 80-100 pages to remove excess code, optimize and minify code, and reference global variables, which resulted in the landing pages being 73% lighter and 226% faster.
- Publish advertorials and create quizzes/landers for Bubbly Belle and Luna Bath Bombs.

### Pathway Genomics, February 2019 – October 2019

San Diego, CA

*Sr. Software Engineer*

- Design, develop, and launch a microsite featuring our newest DNA test CannabisDNA.
- Design and implemented a 4-week email drip campaign to those who received gated content explaining who we are, what the test does, and why customer should buy the test.
- Schedule and deploy blog posts from curation scientists to the microsite and create imagery and copy for paid ads to promote these posts within Facebook and Instagram platforms.

- Created and managed Google Ads for CannabisDNA and for Fitness and Nutrition products.
- Create reports to summarize marketing efforts successes, and to summarize sales data, show customer, patient, and office activities occurring in a specific time range.

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

San Diego, CA

*Front-End Web Developer*

- Create landing pages for AMS and for Financial Advisors to promote: gated content, event registration, or product awareness; all developed using the CodeIgniter PHP framework.
- Manage 12 internally-hosted custom (non-WordPress) Financial Advisor Websites, and 17 WordPress sites: 3 for internal use, 2 public facing, and 12 for Financial Advisors.
- Created admin dashboard to see overall page hit and link clicking summaries, HubSpot send/view data, Basecamp data, Internal metrics, and team successes.
- Admin dashboard also managed: shortened URLs, tracking pixels, website assets, email distribution schedule, passwords, and inter-departmental messages.
- Participate in brainstorming sessions for the new internal and external marketing initiatives.
- Implement internally designed PSDs into HTML for email campaigns, as well as carrier-provided HTML Emails, into HubSpot and ClickDimensions for distribution.
- Provide open-rate and click-through summaries on campaigns and suggest design/coding changes on future emails to improve these metrics.
- Create custom/dynamic HubSpot and ClickDimensions templates for emails, with a focus on responsive design, and attention to pixel-perfect detail.

**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 approximately 80 production sites, over 4 servers, all through Dreamweaver.
- Created PSD templates for new production websites; once approved, created pixel-perfect HTML/CSS templates from these PSD files.
- Integrated the complete HTML/CSS with the CodeIgniter framework, then deployed the site.
- Created “Outreach Pages,” which were interactive using various JavaScript libraries, MySQL

- DB, and custom PHP, to help drive traffic and increase SEO.
- 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, project workflows, knowledge base, and more.
- Implemented and analyzed AB testing to optimize our websites and lower bounce rates.

**University of North Florida**, September 2006 - November 2014

Jacksonville, FL

*Webmaster, Department of Housing and Residence Life*

- Developing and maintaining the department’s two online web portals:
  - **Housing Admin Portal**, which assisted departmental and university staff in many ways
    - The Resident Search Utility interfaced with our third-party software which manages residents and assignments, called RMS (Resident Management System), and combined information from several searches on just one screen.
    - Assignments staff would view room and/or roommate change requests.
    - Accounting staff would see a profile for each residential student showing their submitted payment method (payment plan, financial aid, Florida pre-paid, or cash) and they would add any communication they shared with the students.
    - Residence Life staff had access to staffing calendars, on-call reports, incident reports, fire alarm reports, duty change requests, and other forms.
    - Mailroom staff would log the residents’ packages as they came in from various carriers, log details about the package, send a notification to the student, and had a package pick-up process once the resident got to the pick-up window.
    - Conduct staff would see all the incidents on campus, which residents were involved, which other conduct-related incidents the resident(s) have also been part of, and which sanctions are assigned to which resident(s) and when they’re due.
    - There was an administrative section which allowed me to control permissions within the system, and manipulate website content and features within myHousing.
  - **myHousing**, which allowed students to access their housing information online.
    - Residents can view their room and roommate information, view invoices, submit rental amount estimates and room change/roommate change request forms.
    - Residents can access the Roommate Search System, which allowed residents to create profiles and search through other profiles for prospective roommates before choosing their room in the RMS’ Student Web Self-Assign (SWSA) online process.
- Configure Student Web Self-Assignment process for incoming and returning residents, including video tutorials for how to use SWSA system.
- Designing marketing materials, including: Spinnaker Ads, posters for area-wide programs, full and quarter-sheet flyers, road signs, door wraps, t-shirts, buttons, and the housing website.
- Updating the website to show which Living-Learning Communities are offered, how to apply, what to expect, and user experiences.
- Integrating links to the department’s social networking initiatives (Facebook, Twitter, and YouTube) to various parts of the website.

- Attend weekly meetings for campus updates and to discuss inter-departmental initiatives.
- Supporting departmental staff with technology including but not limited to:
  - Install printers, network destinations, and default software for new systems.
  - My (admin) credentials were required to perform software installations and upgrades.
  - Handling various error messages which prevent network, internet, or software use.
  - Assisting staff in Microsoft Word, Excel, and Outlook tasks.
  - Diagnose computers to determine if they've been compromised and restoring them.

**Playfit Enterprises**, May 2004 – September 2006

Jacksonville, FL

*Webmaster/Multimedia Specialist*

Duties Included:

- Creating the CSS as well as the website's master template, and incorporate after-thought additions to the website template.
- Creating the flash-based "PPES Software Flash Demo," which shows an overview of the system, and which user types have access to which portions of the system.
- Creating "Member Preview Areas" to elaborate on the demo by showing examples of the system, how to navigate through the system, and how to get additional help if needed.
- Reviewing website content to ensure compliance with the Associated Press Style Book.
- Developed in-house solutions to: time sheets, phone call logs, and status reporting.

## SKILLS

Mastery in the use of: Windows and Mac operating systems, Microsoft Office Suite, Adobe Creative Cloud, cPanel, MySQL Workbench, Sublime Text, Chrome Developer Tools.

Advanced knowledge of: HTML, CSS, Responsive Design, (vanilla) JavaScript, jQuery, PHP, GitHub, Docker, MAMP, WordPress, PHPMailer, and JS libraries: mustache templating, moment.js, etc.

Intermediate knowledge of: Sketch, Angular, Vue.js, ReactJS.