

Cooper Powers

My goal is to provide quality, data-driven results for companies to expand their digital footprint and grow their online audience. With experience in the health, academic, and entertainment business sectors, I provide positive growth through analytics for your audience.

New Orleans, LA

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[LinkedIn](#)

[Digital Portfolio](#)

Skills

Social Platform Automation

Marketing Analytics

Inbound Marketing

Content creation

Audio production

Professional Writing

Email marketing

Microsoft Office Suite

Education

B.S. - Biological Sciences

Mississippi State University

Certification

Google Ads Search

Google Analytics

Digital Strategist – Lighterknot Media (2021-Present)

- Increased internet traffic and reach for medical clients by 60% with inbound marketing strategies and digital advertising
- Created digital advertising campaigns with average ROAS of 10%
- Assisted in production, direction, and editing of video assets

Audio Engineer – Tulane University (2022-2023)

- Provided professional audio design and fast turn-around-times between episodes

Community Manager – Greenscape Geeks (2019-2020)

- Managed community events, media platforms, and SEO web content to create new non-profit partnerships.
- Increased conversion rates for sales of landscaping services

Media Manager – BioNova Natural Pools (2019-2020)

- Launched YouTube video series with 7K organic views over 2 years
- Collaborated with sales team to create a new customer brochure for marketing newsletters

Producer – Echoes of Eshaton (2023-Present)

- Created short form narrative audio as well as original social media content to grow listenership
- Managed an online community to engage with global members to convert into paid listeners

Producer – The Unquote Podcast (2016-Present)

- Created long form audio content as well as original social media content to grow listenership