

Cooper Powers

Digital Strategist

I am a talented and social media specialist with an analytical mindset and more than 5 years of professional experience. I am now looking for a role that will utilize my writing, audio/visual, market research and analytics experience to take my career to the next level.

✉ cooper.powers@gmail.com

☎ 504-679-8905

📍 New Orleans

🌐 [linkedin.com/in/ppowers](https://www.linkedin.com/in/ppowers)

WORK EXPERIENCE

Digital Strategist

Lighterknot Media, LLC

06/2021 - Present

New Orleans, LA

A digital advertising firm helping good people start something great

Achievements/Tasks

- Co-founder of New Orleans based advertising firm
- Create RFPs for procuring client projects and services
- Work with clients to write engaging copy and craft vision / mission messaging and plan media campaigns with analytics tracking

Contact : co-founder Ben Powers - ben@lighterknot.co

Podcast Editor / Audio Engineer

Tulane University

08/2022 - Present

New Orleans, LA

Private Research University in New Orleans, LA

Achievements/Tasks

- Edit episodes of Tulane University's podcast that features cutting-edge insights from leading experts on global topics
- Coordinate with Tulane's Communication Department to meet episode release deadlines
- Consulting for Tulane's Communication Department

Contact : Audrey Burroughs - 504-314-7630

Community Outreach/SEO Content Manager

Greenscape Geeks, LLC

05/2019 - 09/2020

Indianapolis, IN

We provide clients with beautiful, natural landscapes through the usage of native plants

Achievements/Tasks

- Created SEO blogs and web copy to establish brand presence and secure Greenscape Geeks's position as a green-business leader
- Participated in grant research and writing to collaborate with non-profit agencies in environmental sectors.
- Hosted and edited episodes of a company sponsored "green-landscaping" podcast called The Greenscape Geekout that talked with other business leaders, educators, and advocates for green-landscaping

Contact : Michael Painton - 317-801-5833

SKILLS

Audio production - sound design, editing, mixing

Analytics - Mangools, SocialPilot, Moz

Video production - concepting, shooting, editing

Writing - copywriting, creative, research

Adobe Creative Suite - Lightroom, Illustrator

Graphic Design - vector images, minimalism

Web platforms - Squarespace, WordPress, Canva

Email marketing - Mailchimp, SurveyMonkey

SEO - web copy, keyword research, strategy

AUDIO PROJECTS

The Unquote Podcast (02/2016 - Present)

- Produce, host, and edit 20+ episodes of a movie-centric podcast
- Manage brand across multiple podcast streaming and social media platforms

The Echoes of Eshaton Podcast (01/2023 - Present)

- Produce, host, and edit 10+ episodes of an audio drama
- Manage brand across multiple podcast streaming platforms
- Manage and direct voice actors for rich narratives

EDUCATION

B.S. Biological Sciences, Mississippi State University
(08/2009 - 05/2014)

Cooper Powers

WORK EXPERIENCE

Green Media Manager **BioNova Natural Pools**

04/2019 - 09/2020

Leading America's change to natural swimming pools

Achievements/Tasks

- Created SEO blogs and web copy to work in tandem with CRM software to keep client bases up to date
- Worked with sales and project management teams to complete technical writing, design and layout for a new client brochure
- Created branded video assets to increase social media mindshare for new products

Contact: Allen Schnaak - 770-335-5904

TCLP Technician II / GCMS Analyst I **Pace Analytical Services**

06/2016 - 08/2018

St. Rose, LA

Working together to protect our environment and improve our health

Achievements/Tasks

- Prepared and analyzed test samples in a lab setting
- Worked under strict deadlines and with SOP guidelines for state reporting
- Engaged in cross-training for different departmental skills
- Provided testing and reporting for process improvement as part of a team initiative

Contact: Gabrielle Jones - 504-469-0333