# Malcolm R. Cooper

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Canyon Country, CA 91387

## Expert Graphic/Web Designer and Communications Manager

Inspired, versatile, results-driven professional with over ten years of experience creating visual art in electronic and print formats that have enhanced marketing, fundraising, and communication systems. Proven problem solving and analytical thinking skills with a fast learning curve and flexible team player adapting to evolving cultural trends.

**CORE COMPETENCIES**

Graphic Design • Web Design • Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver

Microsoft Office Suite: Word, Excel, Publisher, PowerPoint, Access, Outlook • Google Ad Manager • Data Processing

HTML Email Marketing • Social Media Coordination • Brand Management • Excellent Written and Oral Skills

**EXPERIENCE**

**FREELANCE CONTRACTED VENDOR, Los Angeles, CA 2001 – Current**

**Graphic/Web Designer**

* Created and maintained multipage interactive websites for various nonprofits, privately owned businesses, and independent artists, including California Association of Realtors® and Centennial Advisers.
* Designed corresponding print collateral, including logos, brochures, newsletters, business cards, manuals, flyers, and posters that maintained brand professionalism and consistency.
* Implemented and trafficked digital ad campaigns on websites and e-publications, monitored delivery, tracked results, and supported day-to-day operational issues.
* Used project management system to organize and schedule production and design work for the larger marketing team (including digital, print and packaging, event deliverables, audio, and video assets)

**ELEMENTS REAL ESTATE, El Segundo, CA 2015 – 2017**

**Digital Marketing Specialist**

* Developed and updated websites for all the company’s subsidiaries as well as ancillary websites that promoted real estate available for purchase resulting in a 30% increase in lead creation.
* Produced an array of HTML email campaigns to customers, clients, and potential investors regarding real estate opportunities, as well as managed collected contact lists used for targeted marketing efforts.

**SHIELDS FOR FAMILIES, Los Angeles, CA 2002 – 2014**

**Development Specialist/Graphic Designer**

* Increased donor support and brand awareness by creating and dispatching marketing campaigns via the company’s digital channels as well as generated print collateral that promoted company mission, services, and communities positively impacted by company programs.
* Constructed numerous AV presentations as well as corresponding print collateral for staff meetings, grantors, and national conferences.
* Developed successful marketing campaigns that included creating and distributing company-branded newsletters, brochures, posters, and other marketing materials for each of its thirty-six (36) programs.

**EDUCATION**

**Columbia College, Chicago, IL** | B.A. in Liberal Arts, Major in Graphic Design **1992 – 1996**