



PAIGE COOPER

WEB & DIGITAL STRATEGIST

CONTACT

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- www.paigeliz.com
- Rochester, NY

EDUCATION AND TRAINING

Roberts Wesleyan University | Rochester, NY

Master of Science, Strategic Leadership

Feb 2022

Bachelor of Science, Visual Art

May 2016

University of Vermont | Burlington, VT

Professional Certificate in Digital Marketing

Jan 2021

RELATED SKILLS

- User Research
- Strategic Thinking
- Leadership
- Analytics & Optimization
- Project Management
- Technical Acumen
- Communication

ABOUT ME

Driven leader focused on creating a standout digital experience that engages users and drives results. Dedicated professional with seven years of experience and skills in web design, photography, videography, and digital marketing. Effective manager who establishes clear expectations with employees to create a collaborative culture, meet deadlines, and achieve project goals. Relevant technical knowledge: HTML5, CSS3, JavaScript, Bootstrap, Umbraco, WordPress, Figma, Adobe XD, Google Analytics, Google Ads, and SEMrush.

EXPERIENCE

Manager, Web Experience & Marketing Programs

Roberts Wesleyan University, Rochester NY

Aug 2020 - Present

- Create web design (UX/UI) strategy utilizing Umbraco, WordPress, HTML/CSS/JavaScript
- Write content for SEO (Search Engine Optimization)
- Implement digital marketing strategy using Google Ads (search and display)
- Collaborate with faculty/staff and departments to promote programs
- Organize projects with third-party vendors and contractors
- Manage web and digital marketing team
- Oversee student workers (designers)

Director of Web & Digital Strategy

WritLarge PR, Rochester NY

Nov 2023 - Present

- Partner with clients to define website vision, goals, and target users
- Create site architecture focused on user experience
- Bring branding to life through visual design across platforms
- Identify best technologies to meet business' goals
- Develop critical site capabilities and integrations as needed
- Rigorously test usability, security and performance pre-launch
- Support content updates and customer service post-launch
- Optimize messaging and features for long-term success

Multimedia Graphic Designer

Roberts Wesleyan University, Rochester NY

Jul 2018 - Aug 2020

- Implemented web design (UX/UI) updates utilizing Umbraco, WordPress, HTML/CSS/JavaScript
- Created digital design for social media and digital advertising
- Managed and produced photography and videography
- Assigned and oversaw marketing projects for student bloggers, vloggers, and designers

Design & Social Media Coordinator

Wagner Soccer Academy, Rochester NY/ Natal Brazil

May 2016 - Jul 2018

- Implemented web design (UX/UI) updates utilizing WordPress, HTML/CSS
- Created graphics for social media, print pieces, and digital advertising
- Produced photography and videography content for social media posts
- Organized student international travel information