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

Web Content Manager

Cornell University, Ithaca NY (Remote)

Aug 2025 - Present

- Create web design (UX/UI) strategy utilizing Drupal, HTML/CSS/JavaScript
- Write content for SEO (Search Engine Optimization)
- Collaborate with faculty/staff and departments to promote programs

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

Adjunct Professor of Visual Art

Roberts Wesleyan University, Rochester NY

Jan 2024 - Present

- ARTS 2810/ CSCI 2810, Web Design I
- ARTS 1050, Foundations: Digital Media Art
- ARTS 4750, Narrative in Video

Manager, Web Experience & Marketing Programs

Roberts Wesleyan University, Rochester NY

Aug 2020 - May 2024

- Created web design (UX/UI) strategy utilizing Umbraco, WordPress, HTML/CSS/JavaScript
- Wrote content for SEO (Search Engine Optimization)
- Implemented digital marketing strategy using Google Ads (search and display)
- Collaborated with faculty/staff and departments to promote programs
- Organized projects with third-party vendors and contractors
- Managed web and digital marketing team
- Oversaw student workers (designers)

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