

# J. Brandon Cooper

Full-Stack LAMP Developer / Front-End Web Developer / Automation Specialist

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## WORK EXPERIENCE

**Bubbly Belle (Bubbly Brands)**, December 2019 – February 2023

San Diego, CA

*Principal Web Engineer*

*August 2021 – February 2023*

### Core Responsibilities

- Used PHP OOP framework CodeIgniter to manage the headless Shopify store and checkout.
- Used PHP/HTML5/JS/CSS3 for custom checkout funnels: <https://shop.bubblybelle.com>.
- Used debugging tools to analyze and resolve operational and programmatic coding errors.
- Ensure optimal performance of database and DDL with MySQL, MSSQL, and Oracle databases.
- Managed Shopify store operations, product listings, inventory management, and integrations.
- Collected UGC by onboarding 700+ micro-influencers to the Bubbly Influencer Program.
- Developed and integrated PHP-based REST APIs with JavaScript frameworks on the front-end using AJAX/JSON for real-time data exchange and seamless client-server communication.
- Automated task scheduling with Linux-based cron jobs using PHP, Python, and Perl scripting to streamline backend processes at hourly, quarter-hourly, and minute intervals.

### Achievements

- Boosted store sale conversions by 214% with PHP-based SMS reminders for abandoned carts.
- Funnel conversions went up 202% by using PHP-based automated split testing.
- Existing user retention increased 236% by implementing a customer review drip campaign.
- Saved \$7,545/year with custom PHP-based product review tool, replacing the Shopify plugin.
- Doubled interoffice efficiency by using APIs and PHP to aggregate data into one dashboard.

*Senior Full-Stack Developer*

*December 2019 – August 2021*

- Coded 136 pixel-perfect pages from our creative team's Adobe XD designs, using bootstrap framework to create HTML5/CSS3/JS pages and deployed to production using CI/CD pipeline.
- Developed PHP-based "All Products" page, with filtering by products/reviews and allowed for quick "add to cart" directly on this page (before they had to click into product to add to cart).
- Established seasonal marketing funnels for marketing affiliates to showcase our affiliate marketing competitions, view current standings per affiliate, and showcase ring winners.
- Optimized the 10 best performing funnels to simplify code, use global includes, minified scripts, and styles for faster loading, and used global variables instead of local ones.
- Constant optimization by deploying redesigns and new ideas for quizzes and funnels to split test against our existing winners to find better converting designs and workflows.

**Pathway Genomics**, February 2019 – November 2019 (contract role, 9 months)

San Diego, CA

*Sr. Software Engineer*

- Designed, developed, and launched a microsite featuring their newest DNA test Cannabis DNA using Adobe Creative Cloud products, CodeIgniter, and bootstrap, on AWS EC2 instance.
- Scheduled a 5-week email drip campaign through MailChimp for those who subscribe to the newsletter. The drip explained who we are, what the test does, and coupon code to use.
- Published blog posts from scientists to the microsite and created imagery and copy for paid ads to promote these posts within Facebook and Instagram platforms.

Please visit my online portfolio: <https://www.jbcooper.me>

**Asset Marketing Systems (AMS)**, September 2017 – February 2019

San Diego, CA

*Front-End Web Developer*

- Created B2B landers for Financial Advisors to join AMS and contact a Marketing Coordinator.
- Managed 12 internally hosted Financial Advisor websites using CodeIgniter.
- Managed 17 internally hosted Financial Advisor websites using WordPress.
- Integrated HubSpot with the gated content submission so each Financial Advisors could drip on customers weekly or monthly with their updates and offerings.
- Created admin dashboard to manage: click metrics, shortened URLs, tracking pixels, website and marketing assets, email distribution schedule, passwords, intranet messaging, and more.

**Bank of Cardiff**, April 2016 – July 2017

San Diego, CA

*Product Manager*

- Rebuilt or added modules of custom CRM using PHP and AJAX, including call metrics/stats; user management, log in/log out, timesheet reporting; templated email mailer; inbound traffic stats; lead management/distribution.
- Created/optimized landing pages for paid traffic, working with a third-party to select content and execute AB testing.
- Created online small-business loan application, with features: subtle saves for soft leads, sign-with-finger functionality on mobile phones/tablets, SMS success messages, save/resume application, google reCAPTCHA, and how-to video.
- Implemented the “Cardiff Insight Series,” a gated-content marketing effort with articles written by industry leaders.

**Vast Bridges**, November 2014 – December 2015

Jacksonville, FL

*Senior Front-End Web Developer, Marketing Department*

- Processed HTML5/CSS3/JavaScript/PHP changes as needed on 92 production websites, over 4 servers, using Adobe Creative Cloud tools Dreamweaver and Photoshop.
- Used Photoshop to mock templates for new websites to be approved by committee. Then created pixel-perfect HTML5/CSS3 templates from these PSD files and deployed to servers.
- Created infographics with copywriters on various topics: economy, sociology, technology, science, etc. to “go viral” and increase visits to website.
- Redesigned HTML tabular layouts to be responsive CSS3 layouts, while preserving the design.
- Created the “Vast Bridges Marketing Portal,” a central repository for website assets, login information, invoices, created outreach items, project workflows, knowledge base, and more.

## **EDUCATION**

**University of North Florida**

Jacksonville, FL

Bachelor of Science in Communications

## **SKILLS**

Mastery of: Windows & Mac OS', Microsoft Office, Adobe Creative Cloud (PS, AI, ID, XD, DW, PR, AN), Perl, PHP, Python, HTML5, CSS3, JavaScript, TypeScript, JQuery, CodeIgniter, Apache, cPanel, Plesk, WordPress, GitHub, MySQL Workbench, Sublime Text, VS Code, SMS, Email, Templating, Dev Tools.

Intermediate experience: Sketch, Figma, Angular5, Vue.js, ReactJS, Classic ASP, Visual Basic, .NET (C#).