

Cooper Schwartz

Richmond, VA (804)337-1824 jcooperschwartz.com jcooperschwartz@gmail.com

Objective

To pursue a marketing career with a role pertaining to advertising, visual design, and digital strategy.

Education

James Madison University

Bachelor of Arts:
Media Arts and Design
Theatre

Skills

Adobe Creative Cloud
CSS
Google Analytics 4
HTML
Mailchimp
Matterport
Meta Business Suite
Webflow
Wordpress
WooCommerce

Certifications

Federal Aviation Administration
• Certified Remote Pilot

Experience

Director of Marketing – Central Virginia Flight Medicine
July 2023 - Current

- Designed all core brand materials including logos, business cards, and letterhead, establishing a professional and cohesive brand identity.
- Built and actively manage the organization's eCommerce website, overseeing product listings, SEO optimization, and user experience improvements to drive online sales.
- Advised leadership on comprehensive marketing and branding strategies, including digital presence, audience targeting, and content planning, to increase brand awareness and client acquisition.

Marketing Strategist – Lane Homes and Remodeling
September 2022 - June 2026

- Planned, executed, and analyzed multi-channel marketing campaigns across social media and email platforms, contributing to consistent lead generation and audience engagement.
- Designed print and digital marketing collateral in line with established brand guidelines, including newsletters, brochures, magazines, and custom supplemental literature.
- Coordinated and facilitated promotional events, open houses, and community engagements to strengthen brand visibility and customer relationships.
- FAA Part 107-certified drone pilot responsible for capturing aerial photography and videography for marketing and social media content.

Graphic Designer – JMU College of Visual and Performing Arts
August 2018 - May 2022

- Created a range of visual materials for a major scholarship gala, including posters, billboards, and custom art placards, enhancing event visibility and attendee experience.
- Produced professional video content documenting a visual arts installation, handling all aspects of filming, editing, and post-production.
- Developed and distributed targeted email marketing campaigns that boosted sponsorship interest and donation conversions for departmental initiatives.
- Designed and distributed promotional materials for theatre productions, including posters, programs, and social content, supporting successful show attendance