**Cooper Thompson**

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### EDUCATION

**University of Texas,** Austin, Texas

M.A. in Media Studies, May 2023

M.Paff in Public Affairs, May 2023

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**Texas A&M University,** College Station, Texas

Bachelor of Arts in Telecommunication Media Studies, May 2018

Bachelor of Arts in International Studies/Minor in Japanese, May 2018

Magna Cum Laude

##### WORK EXPERIENCE

**Capitol Area Council,** Austin, Texas

*Paraprofessional* January 2020 – Present

* Engage members in both in-person and virtual meetings
* Adapted both pack and troop curriculum for digital meetings and online engagement
* Spearheaded the district’s social media presence to engage families and communities
* Ensure all district social media and curriculum are bilingual

**GamePress,** Austin, Texas

*Site Lead* July 2019 – January 2020

* Researched, designed, and managed strategies to increase click-through rate and site performance
* Optimized site domain for search engine compatibility and visibility
* Wrote and promote both long-form and short-form articles and other site content
* Created, update, and maintain on-site databases and visual assets

**Practice Cafe LLC,** Austin, Texas

*Digital Marketing Specialist* August 2018 – April 2019

* Devised account strategy for both search engine optimization and PPC ad campaigns
* Optimized client websites for search engine compatibility and efficiency
* Managed clients’ social media presence across multiple platforms
* Researched new trends in search engine optimization to keep account strategy current

**SKILLS**

Proficient in Microsoft Office suite, iWork, WordPress, and Drupal

Certified in Google Analytics (advanced) and Google Ads

Foreign Language Ability: Spanish (intermediate)

Japanese (advanced)

French (intermediate)

##### LEADERSHIP & VOLUNTEER EXPERIENCE

**LBJ Presidential Library**, Gallery Attendant, September 2019 – Present

* Welcome and inform guests about the museum’s exhibits, floor plan, services, and special events
* Answer guest questions about exhibits, Johnson’s presidency and legacy, and museum amenities

#### HONORS

**College of Liberal Arts Dean’s List**, May 2015 – May 2018