



## Kim J. Cooper



Moncks Corner, SC  
United States  
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### Profile

I am well-versed in electronic communications and keep current with technology trends. My passion is connecting people and being the first to share information in this digital age. My goal is to help organizations develop a corporate strategy to integrate social media and cloud computing into traditional marketing and communications channels. Also to educate others on the benefits of new and emerging media, including Facebook, Twitter, YouTube, LinkedIn, Flickr, Tumblr and Foursquare.

### Work History

#### The Post and Courier

Charleston, SC, United States Oct 2008 - Present

#### Ad Traffic/Web Metrics/Customer & Sales Support/Social Media Marketing

##### Online ad admin in 24/7 Real Media

- Upload and track ads for P&C.com
- Maintain accurate Online Ad trafficking for all current campaigns
- Reporting for online ads to sales reps
- Maintain accurate online inventory
- Maintain list of all advertisers by account & ticket #
- Maintain a current list of all sales opportunities and page takeovers on the Retail Server

##### Sales Support

- Support Real Estate sales in the Adicio platform
- Support Automotive sales in the Adicio platform
- Support customers placing classified ads for Auto & Real Estate
- Support Classifieds for Garage Sales
- Support sales staff and sign off on all Charleston Experience ads
- LCM support for advertisers, sales & customers
- Your Faith support for advertisers, sales & customers
- Maintain mobile ads in the Verve platform
- Complete and submit I/O for all mobile campaigns to Verve
- Download and maintain all Borrell reports on Retail Server
- Assisted Interns with Spoletto blogs

##### Contests

- Set up and manage Pigskin Picks online contest
- Set up and manage Hoops Frenzy contest
- Set up and maintain Roper HealtheLink contest
- Set up and manage any give-away contests through Web Media Tools
- Support customer calls and emails for contests

##### Customer Support

- Assist readers calls and emails concerning anything online; i.e. Legacy, classified ads, finding a story, how to comment, etc.
- Respond to all Webteam customer support emails
- Pluck editor, assist customers with photo uploads, back-up comment moderator

##### Web Analytics

### Social Media /Reports

#### Breaking News Photo



Screen shot of news story showing my 1st on the scene photo for breaking news in a murder/suicide.

#### News Tweet



Screen shot of Tweet sent from scene of an accident.



Photo taken by Kim Cooper at BHS vs Lake Marion game for Prep Zone Facebook page.

#### Linked In Profile



- Compile daily, weekly and monthly dashboard analysis of all web traffic, video views, Press Pass newsletters, photo galleries, mobile page views, for P&C.com and LCM utilizing Omniture, Brightcove & Dat-e-base
- Provide web traffic results as requested by sales and consultants
- Compile Google Ad Sense reports for billing

**Social Media**

- Act as an admin for all Post and Courier Facebook pages; compiling and tracking analytics.
- Posting to P&C main Facebook page.
- Creating and implementing contest and all widgets on Facebook
- Creating and maintaining P&C Prep Zone Facebook page & Twitter account.
- Compile daily statistics of all 60 Post and Courier Social Media accounts in Twitter and Facebook
- Daily marketing of Charleston Savvy Shopper to 7 P&C Facebook pages and P&C Twitter account

**Longstreet Chevrolet**

Kingstree, SC, United States

Sep 2006 - Oct 2008

**Internet Sales Manager/Web Design Manager**

- Negotiate prices, financing and insurance with customers
- Facilitate delivery of vehicles from co-operating dealer network
- Maintain website design, automobile inventory and photos online
- Co-ordinate and assist in design of print advertising
- Implement web advertising

**Marathon Chevrolet**

Summerville, SC, United States

Nov 2005 - May 2006

**Internet Sales / Inventory Manager**

- Supervise Sales staff
- Negotiate prices, financing & insurance
- Maintain web site inventory
- Co-ordinate & assist in design of print advertising
- Order vehicles & coordinate dealer transfers
- Conduct & Supervise GM product & sales training
- Facilitate the GM Continuous Improvement Team

**Dick Smith Chevrolet**

Moncks Corner, SC, United States

Oct 2001 - Nov 2005

**Internet Sales/Inventory Manager**

- Supervise Sales staff
- Negotiate prices, financing & insurance
- Maintain web site inventory
- Co-ordinate & assist in design of print advertising
- Order vehicles & coordinate dealer transfers
- Conduct & Supervise GM product & sales training

**Lee Transport Equipment, Inc.**

Columbia, SC, United States

Aug 1994 - Sep 2001

**Sales Account Manager**

**P&C Facebook Edge Rank Score**



Facebook visibility ranking as measured through an algorithm designed by Edge Rank.

**Kim J Cooper's Twitter Klout Score**



Score analysis of Twitter account and influence rank.

**Did You Know**



Video shot and edited by me for internal distribution. I created this project to provide information regarding current initiatives from each department in an effort to keep all informed of the growth within the company.

- Based from my home office in Moncks Corner
- Maintained established accounts & generated new accounts in 16 counties
- Prepared, submitted, & attended competitive bids
- Scheduled installation & delivery of equipment
- Resolved & negotiated customer concerns
- Increased sales by 35%

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## Education

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### Trident Technical College

Charleston, SC, United States

Sep 1979 - May 1981

**Associate in Science, Health Sciences**

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## Interests & Favorite Quotes

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Social Media, new exciting technology and/or gadgets, my pets, USC sports, reading and fishing.

Family history, created family wiki to distribute to 300 family members prior to October family reunion to encourage sharing of family history. [Guerry Family History](#)

### Quotes:

"The master in the art of living makes little distinction between his work and his play, his labor and his leisure,

his mind and his body, his information and his recreation, his love and his religion. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing. To him he's always doing both." - Attributed to James A. Michener, Francoise Rene Auguste Chateaubriand, and a Zen master.

"The last of the human freedoms: to choose one's attitude in any given set of circumstances, to choose one's own way." - Viktor Frankl

"To know just what has do be done, then to do it, comprises the whole philosophy of practical life."  
- Sir William Osier

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## Certifications

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### Notary Public of SC (State of SC)

Jul 1983 - Jul 2013

S.C. Code

26-1-90 states that a notary public may "administer oaths, take depositions, affidavits, protests for nonpayment of bonds, notes, drafts and bills of exchange, acknowledgements and proof of deeds and other instruments required by law to be acknowledged and renunciations of dower and perform all other acts provided by law to be performed by notaries public." Notaries are ministerial public officers and impartial witnesses for the state.

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## Sample dashboards and reports

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 Monthly  
Online  
Dashboard



Monthly dashboard analysis collated from Omniture, Brightcove, Dat-e-Base for all web traffic for P&C.com. Includes Social Media Fan-base numbers.

 Weekly  
Online  
Dashboard



Weekly dashboard analysis collated from Omniture, Brightcove, Dat-e-Base for all web traffic for P&C.com. Includes Social Media Fan-base numbers.

 Daily  
Online  
Dashboard



Daily dashboard analysis collated from Omniture, Brightcove, Dat-e-Base for all web traffic for P&C.com. Includes Social Media Fan-base numbers.

 Online  
Display Ad  
Report



Sample of monthly reports created and provided to sales reps with copy of ads imbedded.

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This next-generation resume was created using VisualCV

