

Evan Cooper

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EDUCATION:

Stanford University, Stanford, CA

B.A. in Science, Technology and Society

September 2000-June 2004

(Focus: Management Science & Engineering, Thematic Concentration: Information and Society)

Primary academic fields include Communication, Engineering, Business, Ethics, Sociology, and History.

Language Skills: Spanish (5 years honors level or higher)

Academic Leadership:

Winston Churchill HS, Potomac, MD: Assistant Teacher, HTML Section, Communications Systems Technology Course, 1997-1998

EXPERIENCE:

Broadcast Compliance Services, Rockville, MD

Communication and Internet Marketing Specialist

June 2006-Present

(BCS provides human resources and other services to help broadcasters comply with FCC requirements for Equal Employment Opportunity outreach to promote diversity in the workplace.)

Develop marketing materials and strategy. Streamline mass communications to customers, legislators, application users, marketing campaign target groups, and BCS employees through the configuration and use of a new e-mail distribution/contact management system. Liaise with vendors to maintain and overhaul technological infrastructure including transition from shared to dedicated web and DB servers, design and hosting of web applications, and technology upgrades. Produce formal service requirements and technical procedures. Provide support and outreach to subscribing broadcasters. Serve as acting Vice President of Operations as needed.

Accenture, Reston, VA

CCB Lead

July 2005-May 2006

Federal Student Aid (FSA) COD Project, US Department of Education, Washington DC

Managed 3-4 client-funded projects per month. Directed process for analyzing, negotiating, and implementing new system enhancements. Facilitated Change Control Board (CCB) meetings internally and with the client, documenting meeting minutes. Prepared work estimates for change requests. Created intranet knowledge base of all CCB project information and resources. Led twice-daily meetings and conference calls between Accenture, client, and trading partner management to plan system changes resulting from Hurricane Katrina and the Deficit Reduction Act of 2005. Updated COD Technical Reference documentation. Assisted contracts office in invoicing client for completed work. Tracked budget of client-funded hours.

Testing Analyst

November 2004-July 2005

Federal Student Aid (FSA) COD Project, US Department of Education, Washington DC

Led comprehensive testing, analysis and resolution of all found issues, and QA for 8 major projects. Created detailed test scripts and planned testing methodology for system-wide verification after implementation of annual version release and 2 projects developed and released on interim basis. Coordinated with developers in validation of requirements and design. Wrote technical documentation including COD Risk Management guide and Schools Testing Program. Trained team of 23 colleagues in optimized use of Serena Tracker service request management database.

Broadcast Compliance Services, Rockville, MD

Senior Internet Researcher/Supervisor

September 2004-November 2004

Supervised and trained team of 7 researchers. Managed development and implementation of proprietary diversity database of over 40,000 resources. Performed network and computer system administration. Responded to broadcasting clients' needs, developing real-time solutions. Developed research methodology manuals for new employees.

Fannie Mae, Washington, DC

Intern, New Media Team, Corporate Communications

Summers 2001-2003

Assisted in planning and production of relaunched www.fanniemaecom converting archived content from original web site into new site design template within content management system. Analyzed and simplified information architecture of web site for simplification during relaunch. Trained 3 contractors for web content conversion. Audited weekly time budget for New Media Team members to prepare for future budget requests. Reviewed, edited, and published new web content sections and daily PR and financial news releases. Composed comprehensive Loan Limits information page due to legal concerns with prior information. Researched and wrote department "New Media Report" technology newsletter distributed company-wide. Redesigned "Six Voluntary Initiatives" section to enhance user experience and accommodate additional content. Consolidated a global privacy policy for use on www.fanniemaecom, www.efanniemaecom and "For Home Buyers & Homeowners" web sites. Refined site-wide META data for search engine optimization.

The Gazette Newspapers, Gaithersburg, MD

Web Designer, Gazette New Media Group

1997-2000

(The Gazette Newspapers has a weekly print circulation of over a million copies and annual revenues of over \$50 million; Gazette.Net web site received nearly a million page views per month at the time of my employment)

Designed and developed web content and layout for Gazette.Net as well as third party advertiser web sites. Created Tech Gazette internet section. Designed Business Gazette web section. Conducted presentations for President and Directors of Gazette Newspapers on efficacy of sites and potential areas of improvement. Generated online classified advertisement reports. Trained incoming interns and full time colleagues in HTML and other computing skills.

TECHNICAL SKILLS:

Computing Skills: Windows, Mac OS, UNIX, Microsoft Office (Word, Excel, Outlook, PowerPoint, Visio, etc.), SQL, QuarkXPress, intermediate C programming

Web Design Skills: Expert HTML, HTML editors including Dreamweaver and Interwoven TeamSite content management system (CMS), intermediate XML/CSS/DHTML, developing familiarity with JavaScript/ASP/Flash/PHP

Graphic Editing Skills: Photoshop, Illustrator, Fireworks, GIF Animation, Internet audio/video content editing and embedding (YouTube, Odeo, Adobe Audition, Audacity, SoundForge, VirtualDub, DivX)

Other Technologies/Skills: Serena Tracker/TeamTrack, Facebook

ADDITIONAL INFORMATION:

Volunteer Experience:

Washington Capitals Alumni Association, Baltimore, MD: Volunteer Coordinator, annual golf tournament benefiting the Children's Inn at NIH, 1996-1999

Round House Theatre, Bethesda, MD: Counselor-in-Training, summer camp program, 1997

Sigma Phi Epsilon, California Pi Chapter, Stanford, CA: Coordinated and led charity events benefiting YouthAIDS and Plugged In, 2002-2004 (received 2004 Theodore F. Hoef Sr. Outstanding Brother Award for "diligence as exemplified in the unselfish giving of one's time and energy for the good of the fraternity and his fellow brothers")

Grassroots Campaigns, Washington DC: Canvass Manager, 2004

Obama for America, Washington DC: Field Organizer with Temple Students for Barack Obama, 2008