

Brooks T. Cooper

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Profile

Brooks Cooper is a results-driven communicator, proven to connect to his market, grow revenues and increase the visibility of his clients. He has demonstrated his ability to adapt to new industries and dramatically improve the connect-ability of his clients and the community. He is motivated to deliver exceptional and down-to-earth solutions, proven to result in successful business outcomes.

Experience

Community & Government Relations Manager, Environmental Restoration, St. Louis MO 2010 - Current (Consultant)

Managed the community relations team for Barber's Orchard & Jacobsville Superfund Sites, a combined \$28.7 million in project funds for the EPA and Army Corps of Engineers. Provided supervision and strategic guidance to increase a more open relationship with the residents of both North Carolina & Indiana. Received extremely positive feedback from homeowner surveys after final restoration, becoming the only superfund site in 2010-2011 to receive a 10 out of 10 stars on community service. Developed a central online community for residents of superfund sites to use as reference.

Marketing Manager Assistant, Evansville Regional Airport, Evansville IN, 2009-2010

Developed and maintained the first social media plan for EVV, tapping into the emerging social trends in Evansville. Cooper helped EVV become a leader in online marketing and communication in Southern Indiana by involving the airport in viral campaigns, launching the airport's new image via youtube. Cooper also generated weekly press releases, was the voice of EVV on a bi-weekly radio show, and making numerous TV appearances during the peak seasons of travel. He also developed internal and external advertising sales material, for air service development projects. Cooper created the newest logo for the airport, 'You Flyin' EVV?; Yeah, you Know Me!', and worked to create a new image for the airport.

Assistant to CEO, Non-Profit Communications Strategies, Atlanta, GA, 2008-2009

Cooper provided strategic insight in the creation of the social media plan and website development. He drafted the company's first ever Marketing & PR Plan. Because of Cooper's passion for non-profits and community associations, he worked Pro-Bono for several non-profits as the company got up and running, working on re-branding struggling non-profits with identity issues.

President, Public Relations Student Society of America, University of Southern Indiana, Evansville, IN 2007-2010

As president, Cooper received the National Gold Key award for outstanding academic excellence in public relations and leadership qualities in PRSSA, this is the highest individual award bestowed on PRSSA Members. He also sparked the largest overhaul in his local chapters history by developing a branding campaign that restructured the club, resulting in 3 new events, the highest membership in 10 years and an increase in educational services for the college of liberal arts.

Education

University of Southern Indiana

Cooper received his Bachelor of Science in Public Relations & Advertising, as well as a Minor in Political Science. While at USI he was a member of the Student Planning Committee, Student Government Vice-President for External Relations, VP of Communications & Advertising for SpringFest, in which his team brought in a record number of students and local residents to the university generating \$50k in revenue to support student activities. Along with his extracurricular activities he also made the National Dean's List all 4 years of his education.

Skills

Cooper has excellent skills in the Adobe suite, Quark, and Microsoft Office. He has planned special events and written various documents for publication. He has a great understanding of Non-profits and public interaction campaigns. He has spoken at many different events, from keynote speaking to town hall meetings.

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