

Contact Info

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Professional Organizations History

- RAFI-USA Board Marketing Consultant
- Association for Communication Excellence

Marketing Co-Director

Chair - Social Media Learning Community
Vice Chair - Marketing Learning Community

- National Association of Black Journalists
- Public Relations Society of America
- American Advertising Federation
- National Agri-Marketing Association
- Agricultural Relations Council
- Southern Region Program Leaders Network
- Institute of Management Consultants
- Society for Human Resource Management
- Home School Legal Defense Association
- Future Business Leaders of America,
 Professional Division
- Toastmasters Club
- Graphic Artists Guild
- Project Safe Neighborhoods, VI
- League of Women Voters USVI

Licenses, Certifications & Certificates

- VI Board of Ed. Communication Educator License
- Communication Support Specialist
- Internet Marketing/Advertising
- Educational Consultant
- Ethics & Mediation
- Customer Service
- Supervision/Remote Supervision
- Basic Human Resources
- Management Consultant
- Creative & Professional Writing
- Grant Writing/Management & Bookkeeping
- Microsoft Office Specialist
- Adobe Creative Suite
- Social Media/Digital Marketing, Websites/Blogs
- Ethics in Advertising
- Graphic Design, Photo/Video Production

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DARA M. COOPER

INNOVATOR 🕜 EDUCATOR

STRATEGIC COMMUNICATOR & MEDIATOR

FREELANCE JOURNALIST & NEW MEDIA SPECIALIST

An intellectual creative and consummate professional with a proven track record of successfully developing/implementing results-oriented marketing and advertising effectiveness. Applies attentive audience-centered outreach and advisement with strategically innovative engagement methods. Articulates thoughtfully creative, flexible, and analytical problem-solving solutions at above-average speed. Provides customer service focused, detail-oriented, ethical, intuitive, management and decision-making with a witty personality.

Owner, Conch Shell Media (LLC) - 25+ Years*

Internet Marketing/Advertising, Communications Support Specialist, Educational Consultant

Formal Education

Master of Arts, New Media Journalism

Full Sail University | 2016

Website Design, Blog/Vlog & Social Media Marketing/Management, Podcaster

Bachelor of Arts, Communication

University of the Virgin Islands | 2007

• Writing, Editing, Desktop and Digital Publication Design/Layout, Music, Art

Work Experience

Communication Specialist

University of Georgia / Southern Sustainable Agriculture Research and Education | Jan 2022 -

- Outreach: Frequent travel to 14 U.S. southern region states & territories
- PR/Media Relations: Build/maintain relationships to mainstream media, specified sources
- Graphic/Layout Design: Create print/digital publications & multimedia (books, brochures, fact sheets, print/digital ads, print/digital banners, photos, videos, presentations, etc.)
- New Media Journalism: Conduct client interviews, produce/host and disseminate podcast, radio/TV spots, newsletter/blog, website & social media marketing, engagement, analysis

Freelance New Media Journalist / Photography, Videography VI Source | 2020 - Present (Link: <u>ARTICLES, POEMS & PHOTOS</u>)

Cooperative Extension Service Communication Specialist: PR, Technology & Distance/Online Learning, Outreach

University of the Virgin Islands / School of Agriculture | (2004*) 2009 - 2021

- Computer / Technology Instructor: basic/intermediate computer, internet, mobile tech
- COM & PR Specialist: Create digital publications for print/digital graphics and multimedia
- Produce and host weekly live program/podcast, updating blog and social media
- Educational consulting support for increasing engagement and presentation effectiveness
- IT Support and staff training: new technology, software, and distance learning strategies

Station & Programming Manager/PR & New Media Director

University of the Virgin Islands / WUVI Radio & New Media Station | 2014 - 2021

- Oversight and Supervision of staff/students. Equipment/software decisions
- Radio Studios/Computer Lab Management: equipment, software and facility
- Wrote/Managed grants, budget and Submits reports
- Planned, Prepared and Directed technical classroom/radio station training programs and classes using in-person, on-demand and virtual settings
- As WUVI Media Club Advisor conducted training, electronic learning, multimedia programs and other computer-aided instructional technologies

Full-Time Faculty/Student Advisor: Communications/Liberal Arts

University of the Virgin Islands / COM \mid 2019 - 2020

 Interpersonal Communication, Public Speaking, Radio Production, Broadcast Communication, Website Publishing, Advising: Media Club, Black Heritage Committee, Writers Block (Poetry)

Part-Time Faculty: Communications/Liberal Arts

University of the Virgin Islands / COM | 2016 - 2021

• Interpersonal Communication, Public Speaking, Radio Production, Website Publishing

Freelance Instructor: Technology/Software Trainer

University of the Virgin Islands / UVICELL | 2010 -

• Basic & Intermediate Computer/Internet for Senior Citizens/Community



SOFTWARE APPLICATIONS & TECHNOLOGY EQUIPMENT SKILLS

Video Conferencing

Zoom/MS Teams Adobe Connect GoToMeetina Polycom

Learning Management Systems Blackboard

Adobe Creative Suite Audition, InDesign, Photoshop, Acrobat Pro, Acrobat Reader, Premier Pro, Illustrator

Microsoft Word, Outlook, Publisher, PowerPoint, Excel, OneNote Skype for Business

Apple iMovie/iTunes U Keynote/Page Microsoft 365 for Mac

Radio/Audio Broadcasting

Radio King SoundCloud Tuneln Radio **DRS 2006** Enco-Dad/Simian Media Player

Web 2.0 Technology & Social Media

OneDrive, Dropbox, Google Drive Wordpress, GoDaddy, Wix, SquareSpace Prezi Cascade CMS

Platforms

Facebook, Twitter, Instagram LinkedIn, Pinterest, TikTok, YouTube, Vimeo, Blogspot

> <u>Mobile</u> iPhone or Android

DARA M. COOPER

INNOVATOR P EDUCATOR STRATEGIC COMMUNICATOR & MEDIATOR FREELANCE JOURNALIST & NEW MEDIA SPECIALIST

Cooperative Extension Service Project Assistant - AgriTourism University of the Virgin Islands | 2006

• Developed, designed, and implemented project materials for territory-wide interviews of farmers, restauranteurs and policy makers. Conducted interviews and supervised three UVI students. Developed Agri-Tourism Directory for farmer-restaurant networking.

Teacher, Steelband Director*

St. Peter & Paul Catholic School/Christchurch Methodist Outreach Center | 2006 - 2008

• Graphic Design, Yearbook Layout, Music/Arranged/Instructed/Conducted Steelband Music (both)

Software Installer/Instructor: Digital OCR/OMR Archiving University of the VI Ralph M. Paiewonsky Library | 1999

- Learned, installed, taught and utilized Optical Character Recognition and Optical Mark Recognition software for use in digitizing publications, periodicals and books damaged by hurricanes making them searchable by key words.
- Trained students, faculty, and staff in software setup and user application.

Music Instructor/Assisting Composer/Youth Mentor Superior Court Rising Stars Steel Orchestra | 1996-99

- Composed/arranged music and taught students for professional performances together with an orchestra.
- · Learned/composed music, taught and mentored students for professional performances alongside other musicians locally and on trips.

University Print Shop Assistant

University of the Virgin Islands | 1996-99

- · Assisted with graphic design, layout and printing of University and community publications. Developed and designed branded stationary for print and digital use.
- Utilization and troubleshooting of computer software, printers and other related hardware equipment.

QUALIFICATIONS & SOFT SKILLS

Effective Education, Training & Technology Aptitude

- Masters new software or hardware proficiency extremely quickly online and/or through experiential seminars.
- Experience designing, developing and implementing online or blended learning environments and materials for face-to-face or digital distance learning and training. Marketing/Advertising expert consultant.
- Possesses comprehensive knowledge of online learning pedagogy and adult or youth learning principles. Client online platform guidance.
- Excellent listener who provides clients with in-person or virtual studentfocused end-user support and training for applications/systems.

Organizational Management & Presentation

- Delivers a high quality/quantity professional productivity in all interactions leveraging effective oral or written communication, interpersonal, intrapersonal, and organizational skills.
- Delivers strong, assertive, yet gentle, and open leadership/organizational skills to effectively engage and motivate students of varying ages, religious beliefs, classes, and cultures in small or large group settings.
- Delivers creative, flexible, and analytical solutions to problem-solving, detail-oriented, intuitive with project management, customer service, and decision-making skills.

















AWARDS & COMMUNITY RECOGNITION

2019-20 University of the Virgin Islands Faculty of the Year

2009, 2017 Rotary Club of St. Thomas St. Thomas, VI Community Service Recognition Black History Month Guest Speaker

2016-2017 University of the Virgin Islands **Customer Service Award**

2015 Ankh Award for Kuumba (Creativity) and Community Service African Diaspora Youth Development Foundation, Inc.

2011/12 University of the Virgin Islands Volunteer of the Year St. Thomas, VI | April Offering Multi-Disciplinary Digital Media Consultant Services at UVI and in the VI Community through KWANZAA365/Sankofa Saturdays, Inc.

2012 Sigma Theta Omega Chapter of Alpha Kappa Alpha Sorority, Inc. St. Thomas, VI Featured/Awarded Speaker at Annual Kwanzaa Community Celebration

2012 **Asante Sana Community Award** St. Thomas, VI Creative Use of Arts in Educating Youth Mentorship through Sankofa Saturdays, Inc.

@daramcooper

DARA M. COOPER

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VOLUNTEERISM & COMMUNITY SERVICE (PAST AND CURRENT INVOLVEMENT)

Conch Shell Media, LLC, D'Rah Creationz, KWANZAA365 & Sankofa Saturdays, Inc.

- Strategic Media Consultation
- PR Support/ Grassroots to Mainstream Media Liaison
- Communication Support, Internet Marketing/Advertising, Multi-Media, Photography/Videography, Live Streaming & Event Documentation
- Technology Training
- Grant Writer & Manager
- Administration, overall leadership and instruction of youth media training and mentorship
- Development and design of marketing materials
- Created/prepared graphics for online/print including books, magazines, newsletters, newspapers, websites
- Radio/Vlog Host
- Victim Advocate (Domestic Violence, Mental Health, etc.)

ACTIVISM SUPPORT

- Serves in advisory and technical support roles in various local, national, and international organizations/movements in the areas of youth advocacy, peace, and violence prevention initiatives
- Connects individuals, groups, agencies with similar goals or intentions towards like missions
- Utilizes cross economic clique networking to encourage collaboration and support to underprivileged audiences
- Channels freelance journalism in various subject matter using mobile technology towards giving a voice to the disenfranchised and otherwise uninformed populations
- Encourages and supports cultural preservation and documentation through multimedia and global sharing efforts
- Agitates for the availability of and access to the arts
- Serves as a local home-schooling advocate under the National Home School Legal Defense Association
- Promotes diversity, equity, and inclusion utilizing artivism and creative expression
- Uses various online and multimedia platforms to ghostwrite and encourage gender equality, LGBTQ+ awareness











