

TERRA COOPER

Director of Marketing & Events
Professional Photographer
Graphics Designer
Social Media Content Creator
Digital Analytics Consultant
Non-Profit Chair



2082 S 635 W
Syracuse, Utah 84075



terracooperphoto@gmail.com
terracooper.com



801.628.7432

EDUCATION

WEBER STATE UNIVERSITY
Ogden, Utah

Bachelor of Arts in Elementary
Education, May 2002
Emphasis in History and French
• GPA: 3.75

**MIT SLOAN SCHOOL OF
MANAGEMENT**

Certificate in Digital Marketing
Analytics - July 2020

STRENGTHS

ACHIEVER
ACTIVATOR
ADAPTABILITY
COMMUNICATION
IDEATION

REFERENCES

Troy Wood,
CEO, Lakeview Hospital
troy.wood@mountainstarhealth.com
801-864-5369

Trudy Smith,
former teaching colleague
trsmith@dsmail.net
801.721.0583

Steve Sunday,
founder of United for Adoption
steve@foreverboudadoption.org
385.445.4701

Juli Facer
Real Estate Agent
julifacer@gmail.com
801.920.6836

PROFESSIONAL EXPERIENCE

DAVIS CHAMBER OF COMMERCE, Kaysville, Utah
Director of Marketing and Events, July 2019-Present

- Plan and coordinate various events with many different committees.
- Represent the Chamber at events, networking activities and meetings.
- Create marketing campaigns, social media strategies, increase engagement, promote members to the community through weekly spotlights.
- Troubleshoot problems and multitask on the job and at events.
- Take minutes/notes at meetings, communicate with members about events, meetings (past and future), and promote events.
- See attached pages on marketing results in current position as well as expounded detail on current position under qualifications.

TERRA COOPER PHOTOGRAPHY, Syracuse, Utah
Owner, Photographer, Graphics Designer 2007-Present

- Specializing in wedding photography, as well as photographing other events and occasions. Coordinate events keeping them on time, directing people, capturing and creating moments and styling spaces and objects for events and photo shoots.
- Promptly responding to clients, delivering their products always before due date, excellent customer service skills, and coordinated schedules with multiple vendors.
- Developed marketing and branding to attract new clients and keep current clients.
- Mentored interns, taught educational classes on photography, & spoke at workshops.
- Proficient in Photoshop and Lightroom as well as social media programs and apps used for marketing, engagement and community building.
- Created my own websites/blogs using Wordpress.

R MARKETING, Clearfield, Utah

Social Media Content Creator, Graphics Designer May 2018-Aug 2019

- Create branding and unique marketing campaigns for diverse clients.
- Design and create content for social media and print marketing.
- Photograph products for branding and social media. Photograph clients for their marketing plans and projects, including professional headshots.

DAVIS SCHOOL DISTRICT, Farmington, Utah
Teacher, Sixth Grade 2002-2006

- Provide learning experiences for children that make them feel safe and accepted.
- Develop lesson plans and execute curriculum given by the State of Utah
- Create various methods to teach the same concept to different learning styles.
- Work with other teachers to coordinate curriculum, lessons & activities.
- Main goal of teaching was to create experiences where students felt that they mattered, feel loved, and support them in their passions and interests.
- Develop a love for all subjects, including reading, theater, debate, French, math science, dance, writing, history and multicultural topics.

ONLINE GRAPHICS PORTFOLIO

terracooperphotography.com

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PROFESSIONAL SKILLS

- **EXPERT IN**
Photoshop and Lightroom
- **PROFICIENT IN**
Wordpress, Microsoft Word,
Blogstomp, Powerpoint, Office
- **EXPERIENCE IN**
Dragon Frame, After Effects,
Excel, Illustrator, Premier
- **INTERMEDIATE LEVEL**
in French

PERSONAL SKILLS

- Punctual, meets deadlines,
self motivated, flexible,
organized and team player.
- Works well under pressure
and great attention to detail.
- Great at problem solving,
creativity and mediation.

SOCIAL MEDIA



TerraCooper.com



@terracooperphotography
@terracooperweddings
@unitedforadoption



Terra Cooper
Photography

PROFESSIONAL EXPERIENCE

JULI & BRETT REAL ESTATE, Bountiful, Utah *Marketing Specialist, May 2018-Present*

- Design and create content for social media and print marketing.
- Design logos, create branding and unique marketing campaigns.
- Photograph marketing campaigns and head shots on a regular basis.

CONVERGYS, Ogden, Utah *Telemarketer/Customer Service, 1997-2002*

- Comfortable on the phone doing sales and cold calling potential clients.

VOLUNTEER/NON-PROFIT EXPERIENCE

UNITED FOR ADOPTION, Morgan, Utah *Chair, Event Planner, Graphics Designer, 2014-present*

- Create and run events, classes, conferences, provide educational materials, create social media content, graphic design, and educational campaigns.
- Coordinate with local agencies, adoption related businesses, high schools and jr highs and the Foster Care Foundation to provide educational opportunities and support.
- Do fundraising by contacting local businesses and other sources.

HARTMAN HOGWARTS, Ogden, Utah *Graphic Design, Event Coordinator, Social Media/Marketing, Cast Member, 2016-present*

- Plan, coordinate and advertise for this community event that over 4,000 people attend each year.

NOW I LAY ME DOWN TO SLEEP *Area Coordinator/Photographer, 2010-2013*

- Volunteered at hospitals photographing babies who had passed away.
- Developed editing skills to retouch images so parents were able to show their child without any death injuries.
- Coordinated with 4 local hospitals to find photographers to go on sessions. Trained photographers in how to do these sessions and in retouching.
- Recruited new photographers and retained existing photographers.

ADDITIONAL EDUCATION

I attend conferences and take online courses to keep up to date on current trends and information in photography, marketing and social media such as Photoshop World, WPPI, Silicon Slopes, Creative Live, BANK Code, Blitz Marketing and more.

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CONTINUING EDUCATION & EXPERIENCE

I believe strongly in continuing education and am always trying to learn new things and stay up on current trends by taking classes from experts in person and online.

- Attended many annual weekly conferences for a decade like WPPI, Photoshop World, Silicon Slopes, Photo Native, etc that covered topics like marketing, SEO, branding, sales, stop motion, photography, lighting, design, workflow & organization, posing, client experience, organic reach, building a faithful following, social media, etc.
- Watched and learned from hundreds of hours of online courses from Creative Live, YouTube, Lynda/LinkedIn, Adobe, etc, on topics like website design, Adobe programs, DragonFrame, posing, photography techniques, building an authentic brand, etc.
- Was chosen to do a year of business coaching with the very sought after celebrity business coach, Jeff Jochum, where I learned how to build my business by marketing my authentic self and create client experiences that would turn them into genuine evangelists to market for me and my business.
- Completed a twelve week guerilla marketing program where I learned strategies to think outside the box when it comes to marketing and come up with creative concepts that are low cost and big impact.
- Chaired the non-profit, United for Adoption since 2015. Created many events with little to no money. Partnered with the Utah Foster Care Foundation for an annual event that I created. Started and continue to admin an online support, education and advocacy adoption group that has members in not only the USA, but a few other countries. This group has created changes in laws, raised the bar for ethics in adoption and helped prevent child trafficking.
- Volunteered hundreds of hours at local hospitals photographing stillborns, coordinating with hospitals to find volunteers and teaching other volunteers how to do it. I've been in many hospitals in this setting and know there is a need for this that would only elevate the hospital in the eyes of the patient receiving these services at such a tragic moment. This knowledge and experience can be transferred to other areas of patient care.
- Taught at many high schools about teen pregnancy and adoption. Helped develop curriculum that is taught state wide. This experience and knowledge can be applied in the hospital setting and community events.