Charles Dorme Cooper

EMPLOYMENT HISTORY

BZZN, Inc. CEO/Co-Founder (2022 - 2023)

Developed the user interface and affiliate network tracking system of the digital marketing platform. Oversaw brand development, operations, product development, project management, software development, marketing and communications, and business development.

Michigan State University BHEARD / MOA Project Administrator (2021)

Supervised development of human data collection network to support the Ministry of Agriculture's Information Monitoring System. Activities included selection and training of data collectors, development of software tools, communicating project goals with key stakeholders and collaborating with various agencies and partners.

Cookshop Food Services CEO/Co-Founder (2013 - 2021)

Developed the user interface and logistics management system of the online food delivery platform. Oversaw operations, product development, software development, marketing and communications, and managing customer feedback and expectations.

Oxfam in Liberia Communications and Advocacy Consultant (2018)

Developed Oxfam in Liberia's communication and advocacy strategy and produced communications and advocacy products depicting outcomes and impact of the organization's activities.

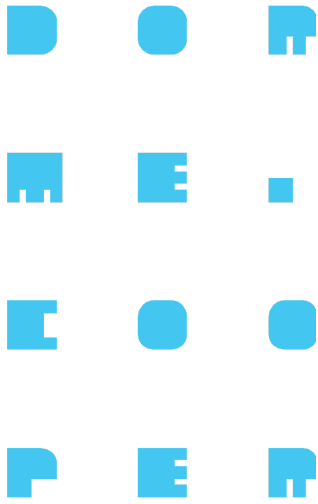### GROW Liberia MIS Implementing Partner (2017)

Designed and deployed USSD based market information system (MIS) for smallholder farmers and traders. Outlined system based on feedback from stakeholders and partners, finalized agreements with ICT partners and telecommunication network operators, conducted enrollment launch of MIS with key stakeholders.

IBI - USAID DLEG eGovernment Communications Specialist (2017)

Defined a project-based approach for communicating eGov to key stakeholders in Liberia. Developed a toolkit for communicating the concept of eGovernment and proposed eGov projects. Built the capacity of the eGov team at the Liberia Ministry of Post and Telecom.

EU Delegation to Liberia Communications Expert (2016 - 2017)

Assessed visibility of the EU and communication issues in Liberia, designed and implemented a targeted communication strategy, and developed a mechanism for monitoring and evaluation of results.

Johns Hopkins University / MOH **Communications Consultant (2016)**

Johns Hopkins University selected me to develop communication materials for the national "Healthy Life" campaign undertaken by the Liberia Ministry of Health. Materials included billboards, banners, posters, bumper stickers and other collateral materials, as well as the theme song for the national campaign.

IBI - USAID JAMS / MOJ **Web Developer Specialist (2016)**

Designed and developed a new website and web content structure for the Ministry of Justice to more effectively engage local and international stakeholders.

IOM **Communications Consultant (2015-2016)**

Designed and illustrated health communication tools for the International Organization for Migration to drive behavior change in the areas of diarrhea prevention, immunization, Ebola and hemorrhagic fevers prevention, rabies prevention, child health, and maternal health.

John F. Kennedy Medical Center **Communications Consultant (2015-2018)**

Rebranded the JFK Medical Center, designed and implemented a comprehensive online presence, and designed and produced printed material for events. Also developed custom software system to manage JFKMC's medical triage queue.

MercyCorps Liberia **Youth Information Services (YIS) Consultant (2015)**

Developed options for rollout within the YIS department of the MercyCorps Prospects program. These services were used to link employers to youth employees or service deliverers; and to provide young people with information on vacancies / opportunities and attractive educational content through accessible channels.

UNDP PPERW **Call Center Project Director (2015)**

Created and managed a call center that provided inbound and outbound info interchange and complaint management with respect to payment activities for Ebola Response Workers. Developed an HTML5 web based dialog-based call center data collection and management solution.

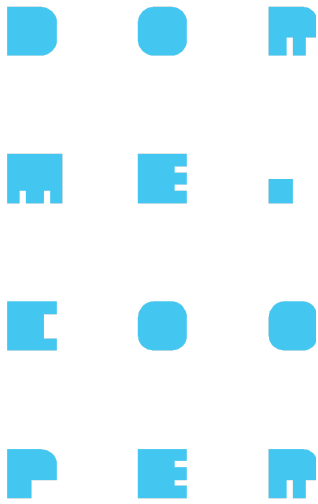### UNMEER **Communications Consultant (2014 - 2015)**

Developed communication strategy, and visual brand for the National Ebola awareness campaign supported by the UN Mission for Ebola Emergency Response. Identified and contracted suppliers to produce all communication materials for the national campaign.

iLab Liberia **Technology Consultant (2014 - 2015)**

Identified opportunities for technology development, and develop tools for Ebola virus outbreak response, including: contact tracing, emergency call management, case management, and body management. Acted as a liaison between iLab, Montserrado County Health Team, and Montserrado Consortium members.

World Bank IFC / NIC **Web Development Consultant (2012 - 2014)**

Led rebranding program of the National Investment Commission to more effectively engage the international investment community supported by World Bank IFC. Developed new brand identity and website, and designed informational materials.

USAID-GEMS / MOF **Graphic Design Consultant** (2012 - 2013)

Supported Open Government Initiative project by the Ministry of Finance to improve the financial transparency. Designed information resources and materials, including layout templates, illustrations, icons, charts and graphs, for an electronic billboard to be understood by a target audience with low literacy levels.

UNICEF Liberia **Communications Consultant** (2011 - 2012)

Developed designs according to the UNICEF global brand for behavior change communication (BCC) materials as well as internal UNICEF documents and reports including books, posters, t-shirts, and banners.

Liberia Maritime Authority **Branding & Communications Consultant** (2011 - 2012)

Developed design solutions for internal and external communication materials ranging from print to multimedia. Developed new brand identity and website as the organization transitioned from government institution into an authority.

PSI Liberia **Graphic Design & Communications Consultant** (2010 - 2011)

Developed designs according to the PSI global brand for BCC materials and internal PSI documents including books, posters, banners, vehicle wraps and a website.

ePals, Inc. **Graphic Designer** (2005 - 2009)

Managed and developed designs for marketing, advertising, and e-learning products. Collaborated directly with developers and copywriters on projects such as logos, html emails, web page development, online ads, and promotional products.

EDUCATION

Maryland Institute College of Art (MICA)
Bachelor's Degree (B.F.A.) in Graphic Design

Maryland College of Art and Design (MCAD)
Associates Degree (A.S.A.) in Visual Communications.