

# LAWRENCE COOPER

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www.lecooper.me

## Professional Summary

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Creative, hands-on professional with expertise in graphic design, art direction, and photography in fast-paced environments.

## Skills

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- Print advertisements
- Website and electronic marketing
- Expert in Adobe CC
- Superb eye for detail
- Excellent communication skills
- Proficient in photograph restoration
- Advanced graphic design
- Excellent leader

## Work History

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### Director of Marketing and Advertising

10/2013 to Current

**Minnesota Army National Guard** – 1025 Broadway St NE, Minneapolis, MN 55413

- Designed multiple new on-brand visual elements to effectively convey concepts and messaging.
- Maintained consistent use of graphic imagery in materials and other marketing outreach.
- Collaborated with vendors to ensure style consistency with other marketing materials.
- Worked with internal clients to determine strategy and design for annual marketing campaigns.
- Generated new ideas with limited direction and varied internal client needs.
- Monitored production schedules while adhering to assigned budgets.

### Recruiting and Retention NCO

04/2007 to 10/2013

**Minnesota Army National Guard** – 1715 Marion Rd SE

- Responsible for managing individual marketing and advertising initiatives in support of recruitment and retention efforts.

### Senior Vice President of Information Technology

**MBank** – Manistique, Michigan

- Responsible for computer network structure and budget for enterprise financial systems.

### Local Area Network Technician

**Lasso Development Corporation** – Marquette, Michigan

- Installation, maintenance, and troubleshooting computer systems and local area networks for multiple customers.

### Soldier

**U.S. Army** – United States

- Special Forces Communications Sergeant.
- Signals and Intelligence Analyst.

## Education

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**Bachelor of Arts:** Graphic Design and Media Arts

1 April 2017

**Southern New Hampshire University** - Manchester, New Hampshire

- Advanced Graphic Design coursework
- Photography history, business principles, lighting, and techniques
- Advanced digital imaging theory and application