

Cooper Smitherman

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EDUCATION

Master of Arts (M.A.) in English

University of Alabama in Huntsville, December 2025

Bachelor of Arts (B.A.) in English and Psychology

University of Alabama in Huntsville, December 2024

- Minor in Creative Writing

EXPERIENCE

Marketing Content Specialist *If/Then Coaching and Consulting*

Remote / Sep. 2025 — Present

- Creating monthly 500-word blogs—with a focus on authenticity and connection—to build the company's LinkedIn brand and influence within the HR sphere.
- Collaborating with the company founder to plan future marketing content for a company rebrand.

Customer Service Representative *Fur Babies Cat Café*

Carrollton, GA / May 2025 — Present

- Researching social media trends and creating on-brand TikTok videos for every weekend of operation, leading to the company's TikTok page gaining over 100 new followers, a 198% increase in post views, a 359% increase in likes, and a 264% increase in shares since August 2025.
- Creating and scheduling informative and on-brand social media graphics on Canva for new customers to reference before they visit the café and/or decide to adopt a cat.
- Individually leading shifts to welcome customers, guide them through the adoption process, and maintain daily operations.
- Trained two new employees to individually lead shifts and adhere to the company's best practices for technical/operational processes and customer interactions.

Private Tutor *Infinity Learning, LLC*

Remote / Feb. 2025 — Present

- Tutoring elementary, middle, and high school students in ELA topics, standardized testing, and college application processes.
- Creating and implementing unique lesson plans in reading comprehension and guided writing practice to meet each student's needs and improve diagnostic testing scores.
- Communicating with parents and students concerning student schedules, academic progress, and future academic plans.
- Editing and proofreading Common App essays to assist students in the college application process.
- Creating blogs, infographics, and videos to improve the company's social media presence across Instagram and LinkedIn.

Social Media Intern *Communication and Culture, LLC*

Huntsville, AL / Apr. 2024 — Jan. 2025

- Maintained the company's social media presence by creating a weekly content calendar of informative public health content for LinkedIn, Instagram, TikTok, and Facebook that adhered to the company's branding guidelines.
- Wrote and edited blog posts about progressive advancements in health communication research and policy.

- Edited and proofread health equity research grant proposals and a children's book (*Keisha and Alexis' Grand Adventure: Learning to Swim*) for correctness, consistency, plain language, and organization.

Content Producer Intern *Hville Blast*

Huntsville, AL / Sep. 2024 — Dec. 2024

- Strictly adhered to the company style guide to produce 66 articles about Huntsville-related topics such as guides to local restaurants, businesses, and events.
- Communicated with the marketing and social media teams to create weekly content calendars and to adhere to the company's content strategy.
- Communicated with company clients and conducted marketing research to capitalize on trends and produce informative, accurate, and persuasive articles for local audiences.
- Produced the company's highest-performing website articles for September, October, and November 2024.

SKILLS

- Social Media Content Creation and Planning
- Instagram, Facebook, Meta Business Suite, LinkedIn and TikTok
- Canva
- WordPress
- Marketing Research and SEO Optimization
- Data Organization and Analysis
- Technical Writing, Editing, and Proofreading
- Customer Service and Client-Facing Interaction
- Public Speaking
- Microsoft Office Suite

HONORS AND AWARDS

- UAH Honors College Top Scholar, Fall 2024 Commencement Ceremony
- UAH College of Arts, Humanities, and Social Sciences Highest Academic Achievement, 2024
- UAH English Department Outstanding English Undergraduate Student, 2024
- UAH English Department Outstanding Upper-Division Student Paper, 2023