

Marc Cooperstein

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GitHub: github.com/mcooperstein

Portfolio: mcooperstein.com

>LANGUAGES AND TECHNOLOGIES

- **Proficient:** JavaScript (ES6), ReactJS, NodeJS, Express, PostgreSQL, Webpack, jQuery, HTML5, CSS3, CSS Grid, Bootstrap, Flexbox, Firebase, Git, Jest, NPM, Agile Development, Handlebars, PHP, AJAX
- **Exposure:** AngularJS, TypeScript, React Native, Redux, D3.js, p5.js, Python, Foundation

>PROFESSIONAL EXPERIENCE

Yahoo! | Software Engineer II (Search Frontend) | Sunnyvale, CA 01/2023 - present

- Lead FE Engineer for What-to-watch v1 and v1.2 experience for desktop and mobile web. The experience, which indexes more than 1.3M movie and tv show entities, helps users find and filter for movies and tv shows to watch based on genres, streaming providers, certain actors, and more. The experience helped drive card exploration up by 170% for affected queries, while dropping skip rate and reformulation rate by 14%.
- Engineering lead for for Yahoo Search's Olympics 2024 coverage, which was composed of 15 individual DDs and rolled out to US plus 21 international markets.
- Part of Search Modernization engineering team that worked on Search Refresh initiative to revamp UI of Yahoo SRPs by improving readability and updating to a vibrant new color palette that highlights the Yahoo brand.

| Software Engineer I (Search Frontend) | Sunnyvale, CA 08/2018 - 01/2023

- Served as lead Front-End engineer for Olympics 2020, Olympics 2022, and World Cup 2022 experiences on Yahoo Search, which draw over 1M page views over the duration of the events.
- Worked on new AJAX filtering feature for Yahoo Search News DD, which enabled users to filter for news stories based on news provider. Users could also filter for content by left-leaning, center, or right-leaning publications.
- Developed new mobile movie experience (KGB Movies), which helped improve user experience via design and navigational enhancements, as well as, new features such as multi-day movie ticket listing.
- Collaborated with design and content teams to develop several Yahoo Search US 2018 mid-term Election DDs, which saw over 2.5 million page views during the election cycle.
- Developed reusable movie DDs used for Yahoo Search Pringles Project (Oscar Movie Coverage), which saw over 200,000 page views and 50.73% click rate during the weekend of the Oscars telecast.

Analogy Plus | Software Engineer | Foster City, CA 03/2018 - 08/2018

- Engineered mobile app prototype for image sharing social media platform in JavaScript, React Native, Node, Express and PostgreSQL, where users leave comedic comments in an effort to achieve the most "laughs."
- Redesigned websites using JavaScript, ReactJS, NodeJS, Express, and PostgreSQL, improving performance, progressive web app, accessibility, and SEO scores by as much as 50%.

The Coder School | Lead Programming Instructor + General Manager | San Mateo, CA 05/2016 - 02/2018

- Led team of 15 instructors teaching over 200 students fundamentals of computer programming in JavaScript.
- Developed JavaScript coding lesson plans and curriculum shared with all 20 locations.
- Collaborated on design and testing of payroll calculator tool using Pike13 API, automating company's payroll process and saving all school owners/managers 50+ hrs of work per year.
- Increased enrollment at San Mateo location by over 75%, giving school greatest highest student count and largest annual revenue (over \$500,000) out of all 20 locations.
- Maintained and updated San Mateo Coder School website using in-house CMS, HTML5 and CSS3.
- Led in-person training and onboarding of over 50 managers and engineers instructors at franchise locations.

>EDUCATION

Coding Bootcamp, *Thinkful* 06/2016
B.A. Double Major: Economics & History, *University of California, Santa Cruz* 03/2013

>ACTIVITIES

Avid Film Connoisseur, *Rated and reviewed 1200+ movies on Rotten Tomatoes* 06/2007 - Present
Volunteer Coding Instructor, *Summer of Code Weekend Workshops at San Mateo Public Library* 06/2018 - 08/2018