

CODY COPPIN

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SUMMARY

*Digital product leader and creative with **15+ years** working across the full stack of web – from strategy and UX to production engineering and AI. I build things: products, agencies, campaigns, and bands. Currently running **NextLocal AI**, an Austin-based agency pioneering AI Optimization for local businesses, while serving as a senior digital specialist at **Flex**. I work best at the intersection of technology, culture, and craft.*

VENTURES

NEXTLOCAL AI

FOUNDER

Austin, TX · 2025–Present · nextlocal.ai ↗

AI Optimization (AIO) agency for local businesses. While traditional SEO chases Google rankings, NextLocal targets a faster-growing channel: the AI-generated recommendations appearing in ChatGPT, Perplexity, and Google AI Overviews. Services include entity optimization, Google Business Profile management, citation building, and structured data implementation – done-for-you, built for the way people already search.

MOODPLAY

CREATOR & DEVELOPER

2025–Present · moodplay-phi.vercel.app ↗

AI-powered web app that curates personalized Spotify playlists with a 3-act emotional arc. Users describe where they want to go emotionally; Claude engineers the shift. Built on Next.js (App Router), TypeScript, Tailwind CSS, and the Claude API. Integrated Spotify OAuth, parallel API calls, SSE streaming, and a rolling 200-track localStorage blocklist to ensure genuine discovery on every session.

STARES

CO-FOUNDER, SONGWRITER

Austin, TX · 2025–Present · stares.band ↗

Shoegaze / 90s alt four-piece. Released four demo tracks on Bandcamp. Debut Austin show June 4, 2025 at 13th Floor. Influenced by My Bloody Valentine, DIIIV, Nirvana, and Smashing Pumpkins.

EXPERIENCE

FLEX

DIGITAL MARKETING SPECIALIST

Austin, TX · Full-time · November 2019–Present (6+ years)

SENIOR RESPONSIBILITIES (2019–2022)

- Directed web strategy and content production across enterprise properties
- Managed sprint planning and backlog grooming with dev/UX teams
- Served as project manager for web and marketing initiatives
- Led daily stand-ups and maintained production calendars
- Acted as Product Owner for CRO testing and implementation
- Oversaw UX strategy and testing, using data to inform design decisions
- Administered Sitecore CMS and coordinated cross-functional teams

CURRENT FOCUS (2022–PRESENT)

- Execute front-end production in WordPress with emphasis on UX and accessibility
- Support UX strategy for internal and external platforms
- Manage WordPress, Brightcove, and YouTube systems
- Qualify inbound leads and optimize user flow
- Enhance UX across internal platforms including SharePoint
- Track and report metrics using Google Analytics, Act-On, and SharePoint analytics

FREELANCE

DIGITAL MARKETING CONSULTANT

Austin, TX · September 2015–November 2018 (3 years)

- Delivered end-to-end digital marketing for small business clients
- Customized and maintained WordPress websites
- Managed contracts, invoicing, and client communications
- Created self-marketing strategies to acquire new clients
- Negotiated service agreements and delivered on time and on budget

SSTAK LLC

MUSIC PRODUCER & ARTIST

Austin, TX · January 2008–November 2018 (10 years)

Audio engineering, mixing, lyric and performance composition, sound design. Released original music and produced for other artists across a decade-long independent career in Austin.

SECURENET PAYMENTS

DIGITAL MARKETING MANAGER

Austin, TX · March 2013–March 2015 (2 years)

- Led SEM strategy and campaigns, meeting growth KPIs
- Built email automation workflows and wrote campaign copy
- Created reporting systems to measure and improve ROI
- Supported sales alignment and managed messaging for product launches
- Maintained relationships with stakeholders and vendors

MARKETING CLIQUE

DIGITAL MARKETING MANAGER

Austin, TX · June 2010–April 2013 (3 years)

- Managed SEO strategy and client account performance
- Advised clients on digital presence and site improvements
- Represented company at trade shows and industry events
- Delivered digital solutions and maintained client satisfaction
- Consistently exceeded sales quotas, ranked top in performance

SKILLS

PRODUCT & STRATEGY

PRODUCT OWNERSHIP UX STRATEGY CRO SPRINT PLANNING ROADMAPPING

AI & EMERGING TECH

AIO CLAUDE API PROMPT ENGINEERING STRUCTURED DATA

ENGINEERING

NEXT.JS TYPESCRIPT REACT WORDPRESS TAILWIND REST APIS OAUTH

MARKETING & ANALYTICS

SEO/SEM GOOGLE ANALYTICS GOOGLE ADS EMAIL AUTOMATION CONTENT STRATEGY

CREATIVE

AUDIO ENGINEERING MIXING PRODUCTION SOUND DESIGN COPYWRITING

TOOLS

SITECORE BRIGHTCOVE SHAREPOINT GITHUB FIGMA

EDUCATION

ST. EDWARD'S UNIVERSITY

Bachelor of Arts, Fine Arts · 2002–2006 · Austin, TX

Activities: Theatre Production, Acting

SCRUM ALLIANCE

Certified Scrum Master, Agile Scrum