

Marc J. Cooperstein

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EDUCATION

Paul Merage School of Business at University of California, Irvine Irvine, CA **06/2009**

Master of Business Administration, Marketing and Strategy

- Faculty Fellow Scholarship; President, Challenge for Charity

Washington State University Pullman, WA **05/2001**

Bachelor of Arts; Marketing and Finance Double Major

PROFESSIONAL EXPERIENCE

Union Bank of California Irvine, CA **07/2008-10/2008**

Business Development Intern

- Collaborated with manager and consulting team to create a marketing plan for a new business segment, analyze marketing materials and consider recommendations.
- Developed comprehensive strategic action plan to ensure an effective roll-out of such marketing plan.
- Directly contributed to securing \$53 million account by establishing benchmarking metrics for evaluating law firms.
- Worked with sales team to identify, research and pursue law firms with high revenue potential.
- Designed UBOC marketing materials targeting law firm segment to distinguish Private Banking brand image.

Wells Fargo Private Mortgage Banking San Diego, CA **04/2005-07/2007**

Pricing Analyst/Mortgage Specialist

- Determined optimal product mix through credit and financial analysis and evaluation of market pricing forecasts.
- Conducted competitive intelligence analysis and recommended response to improve market position.
- Trained and managed eight member Business Support Group team; reduced average loan turnaround time to 13 days.
- Out-performed banker service measures; rewarded with “Customer Service Excellence” and “Star” awards.
- Reconciled \$300 million in monthly loan volume from forecast to actual; presented variances to management team.

Windsor Capital Mortgage San Diego, CA **03/2004-01/2005**

Account Executive

- Responsible for the marketing, pricing and margin strategy of all brokered loan products.
- Handled program and pricing inquiries, and set and locked interest rates for over 1,000 loan officers.
- Analyzed all weekly and monthly fulfillment reports; tracked market movements and variances.

Washington Mutual Seattle, WA **10/2002-02/2004**

Mortgage Loan Closer

- High-producing closer of residential loans for Washington Mutual’s largest producing home loan center.
- Excelled in a high-volume atmosphere during the real estate market’s refinance boom. Met and exceeded all pre-determined goals for all aspects of the loan closing process.

Bureau of Education and Research Seattle, WA **10/2001-06/2002**

Program Manager

- Delivered on-site management at more than 150 educational seminars throughout North America; coordinated presentation and registration, and provided customer service to more than 12,000 participants.

Diagnostic Research International Los Angeles, CA **05/2000-08/2000**

Marketing Research Analyst Intern

- Conducted marketing analysis for Fortune 500 companies Yamaha, Porsche, McDonald’s, Nissan and Kinko’s.
- Analyzed survey data and designed questionnaires to identify trends in unique market segments.
- Developed research goals and created presentations outlining quantitative and qualitative results.
- Provided in-depth written and oral recommendations based on research findings.

WSU Student Book Corporation Pullman, WA **12/1998-05/2001**

Board of Directors; Finance Chairman

- As a student elected board member, acted as a liaison between the Associated Student Body and the Student Book Corporation, a multi-million dollar company.
- Achieved corporate profitability via cost cutting, product line analysis and management restructuring; ending three consecutive fiscal year losses.

Additional Information and Interests

- Computer Skills: Microsoft Excel, Access, PowerPoint, Project; SPSS, JMP, Sawtooth, Minitab, Crystal Ball.
- Basketball, soccer, golf, fly fishing, camping, travel; Marketing Association, Sigma Alpha Epsilon Fraternity.