



MICHAEL COHEN

Marketing & Cybersecurity Professional

Summary

Experienced marketer with a strong track record creating high impact campaigns for over 1,100 clients, including Fortune 500 companies, across print and digital platforms. Strategic and deadline driven, with more than 30 million social media views and published work across magazines, online and social media channels.

Experience

Founder/Owner

ItsMichaelCohen Marketing | Boca Raton, FL

July 2020 - Present

- Developed digital marketing touchpoints: websites, custom eForms, branded email signatures, animated GIFs and social media content creation.
- Created print marketing touchpoints: logos, business cards, bespoke event invitations, flyers and company letterhead.
- Supported senior stakeholders and brand leaders by managing priorities across multiple client brands, tracking timelines, next steps, and alignment with partners to ensure on time delivery of key initiatives.
- Coordinated and executed brand standard updates by gathering input from cross functional partners, documenting decisions, and preparing clear, client facing communications and FAQs.
- Partnered with category and vendor teams to understand product strategy, pricing, and availability. Translated complex supply and operational topics into brand ready and owner ready materials.
- Developed leadership updates including overviews, talking points, cost narratives, and presentation slides to support brand reviews, forums, as well as stakeholder meetings.
- Acted as a central point of coordination between creative, marketing and operational partners to ensure consistent brand execution across digital as well as print touchpoints.

Marketing and Event Planning Assistant

Florida Atlantic University | Boca Raton, FL

July 2024 - November 2024

- Designed magazine advertisements and flyers to expand awareness as well as increase attendance at events.
- Supported brand engagement initiatives by coordinating timelines, deliverables, and partner communication for marketing campaigns as well as campus events.
- Prepared presentation materials, summaries and talking points for leadership as well as event forums to ensure clear and consistent messaging.
- Assisted with maintaining brand standards across promotional materials, ensuring alignment with institutional guidelines and stakeholder expectations.

Marketing & Graphic Design Internships

Namami Inc. & Greater Gainesville Chamber

May 2022 - April 2023

- Pioneered Namami's Branded GIF Service creating 200+ GIFs. The GIFs resulted in over 30 million views across all accounts.
- Designed the new Chamber's logo to commemorate its one-hundredth anniversary.
- Scheduled 300+ social media posts to be viewed across all major social media platforms in order to promote new members.
- Created booklets and catalogs using Flipsnack software in order to increase sales for clients' businesses.

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 ItsMichaelCohen.Com

 bit.ly/mcohenlinkedin

EDUCATION

Google

Cybersecurity Professional
Career Certificate (Dec. 2025)

University of Florida

Major: Advertising
BS Degree (Aug. 2023)
President's List

CERTIFICATIONS

- Adobe Photoshop
- Google Cybersecurity Specialized Courses (9 Additional Certificates)
- Hootsuite Social Media Marketing

EXPERTISE

- Adobe Illustrator
- Adobe InDesign
- Buffer and Sprout Social
- Canva
- Flipsnack
- GIPHY
- IDS & IPS
- Linux
- Search Engine Optimization
- SIEM Tools
- SQL
- Python
- WordPress