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EDUCATION

University of Florida

Major: Advertising

BS Degree (Aug. 2023)

President's List

CERTIFICATIONS

- Adobe Photoshop
- GIPHY
- Hootsuite Social Media Marketing
- Google Analytics 360
- Google Analytics for Power Users
- Google Cybersecurity Professional Career Certificate

EXPERTISE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva Pro
- Social Media Management
- Social Media Scheduling
- Brand Awareness
- Copywriting
- Search Engine Optimization
- Online Content Creation
- Event Planning
- Fundraising
- WordPress

MICHAEL COHEN

Marketing & Graphic Design Specialist

Summary

Marketing and graphic design professional with six+ years of experience creating brand-consistent campaigns across print and digital platforms. Pioneered a branded GIF service that generated over 35 million views and designed a milestone 100th-anniversary logo for a regional chamber of commerce. Skilled in Adobe Creative Suite, social media scheduling and campaign data analysis. With a track record managing marketing touchpoints for 1,100+ clients including Fortune 500 companies. Deadline-driven and adept at maintaining brand standards while collaborating across teams.

Experience

○ Founder/Owner

ItsMichaelCohen Marketing | Boca Raton, FL

July 2020 – Present

- Delivered high-impact print and digital marketing campaigns for 1,100+ clients, including Fortune 500 companies, generating 35 million+ social media views.
- Designed hundreds of print marketing touchpoints, including logos, event invitations, flyers and company letterhead, ensuring brand consistency across deliverables.
- Built hundreds of digital marketing assets, including websites, custom eForms, branded email signatures and animated GIFs.
- Analyzed data from print and digital campaigns to inform targeting and improve precision in reaching audiences.
- Incorporated AI tools into campaign workflows to enhance marketing effectiveness.

○ Marketing and Event Planning Assistant

Florida Atlantic University | Boca Raton, FL

July 2024 – November 2024

- Designed magazine advertisements and flyers that increased awareness and event attendance.
- Served as spokesperson across official social media accounts, managing direct messaging and public-facing communication.
- Maintained brand standards across promotional materials in alignment with institutional guidelines.
- Coordinated fundraising campaign promotion through social media, working across timelines and partner communication.
- Managed giveaway sweepstakes end-to-end, including rules generation, promotion, and winner selection.

○ Marketing & Graphic Design Internships

Namami Inc. & Greater Gainesville Chamber

May 2022 – April 2023

- Pioneered Namami Inc's Branded GIF Service, creating 200+ GIFs that drove 35M+ views across all accounts.
- Designed the Greater Gainesville Chamber's new logo to commemorate its 100th anniversary.
- Scheduled 300+ social media posts across major platforms to promote new chamber members.
- Produced booklets and catalogs at Namami Inc. using Flipsnack to increase client sales.
- Collaborated on email marketing and website strategy while supporting public events, including ribbon cutting ceremonies.