



 Michael.Cohen350@Gmail.Com

 ItsMichaelCohen.Com

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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
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint

EXPERTISE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Buffer
- Canva Pro
- Flipsnack
- Sprout Social
- WordPress

MICHAEL COHEN

Marketing | Graphic Design | Social Media

Summary

Marketing and graphic design professional with six plus 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

- Delivers 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.

○ Creative Director & Cross-Functional Campaign Lead - Branded GIF Service (Special Campaign)

Namami Inc. | Boca Raton, FL

July 2022 - September 2022

- Pioneered and directed Namami Inc.'s Branded GIF Service, creating 200+ GIFs that generated 36M+ views and counting across client accounts.
- Directed campaign execution across Design, Web Development, and Social Media teams, delegating responsibilities and coordinating cross-functional deliverables.
- Served as the campaign's sole Art Director and completed the creative development of each GIF. By designing individual frames and visual elements from start to finish.
- Served as Namami Inc.'s primary point of contact and spokesperson for GIPHY, coordinating account, content and platform requirements for distribution of GIFs across all major social media platforms.
- Developed and managed the campaign database using conditional formatting rules to improve workflow, tracking and Creative Team's productivity.
- Contributed to the design and development of newsletters by creating GIF samples, headlines, copy, and overall layouts of monthly newsletters to increase client and public awareness of the campaign.
- Created client-facing tutorials demonstrating how to search for and add branded GIFs to social media stories and posts.



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ADDITIONAL STRENGTHS

- Social Media Management
- Social Media Scheduling
- Brand Awareness
- Copywriting
- Search Engine Optimization
- Online Content Creation
- Event Planning
- Fundraising
- Creative Direction
- Campaign Leadership
- Digital Campaign Execution
- Public-Facing Communications
- Website Strategy
- Brand Consistency
- Marketing Analytics
- Emerging Technology Adoption

COMMUNITY SERVICE MARKETING

- Autism Community
- Senior Citizens

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Experience Continued

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 promotions through social media, working across timelines and partner communication.
- Managed giveaway sweepstakes end-to-end, including rules generation, promotion and winner selection.

Marketing Intern

Greater Gainesville Chamber | Gainesville, FL

November 2022 - April 2023

- 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.
- Collaborated on email marketing and website strategy while supporting public events, including ribbon-cutting ceremonies.

Graphic Design Intern

Namami Inc. | Boca Raton, FL

May 2022 - June 2022

- Created booklets and shopping catalogs using Flipsnack software to support client marketing and increase sales opportunities.
- Designed branded images, flyers, and social media posts to strengthen client brand presence and online engagement.

Co-Creator of New Concept Board Game and Sales Pitch

Hasbro | Boca Raton, FL

July 2020 - August 2020

- Developed and marketed an original board game concept, combining product development, creative strategy and advertising.
- Designed and produced the final physical prototype from concept to completion in approximately 24 hours while maintaining a polished, presentation-ready appearance.
- Contributed to the development and refinement of the sales pitch script, helping translate the game concept into a compelling product presentation.
- Directed, edited, and presented the completed board game concept and sales pitch to Hasbro executives.