



## COPYWRITER

### CONTACT

805-660-0271

sigicohen@icloud.com

sigicohen.net

www.linkedin.com/in/sigi-cohen/

### EDUCATION

#### University of Miami

2020 - 2024

Seeking a B.S.C in Creative Advertising with minors in Mandarin and Ecosystem Science and Policy. Maintaining Dean's List for high scholastic achievement.

#### Campus Involvement

Alpha Delta Pi - Volunteer Note Taker  
Plant Based Canes - UThrift - Chabad

### SKILLS

Writing

Attention to Detail

Editing

Project Management

Digital Literacy

Storytelling

Campaign Ideation

### LANGUAGES

Mandarin

### WORK EXPERIENCE

#### Brand Communications Intern

Mixoloshe

January 2023 - December 2023

- Managed and responded to emails, ensuring timely and professional communication with customers
- Conducted social media and brand outreach campaigns to expand brand visibility and engagement
- Assisted in the development and execution of new projects, contributing creative ideas and support to drive initiatives forward
- Contributed to content creation efforts across various channels, ensuring consistency in brand messaging and visual identity
- Collaborated closely with cross-functional teams, including marketing, design, and sales, to align efforts and achieve overarching business objectives
- Continuously monitored industry trends and competitor activities to identify opportunities for differentiation and innovation within the market landscape

#### Sales Associate

Nordstrom

May 2022 - August 2022

- Established connections with customers to make shopping in store an experience
- Performed administrative tasks such as operating cash registers, checking inventory, and answering phones
- Communicated daily to clients through direct messaging to promote sales
- Provided expert product knowledge and recommendations to customers, guiding purchasing decisions and enhancing overall satisfaction
- Actively participated in team meetings and training sessions to stay informed about product updates, sales strategies, and customer service best practices
- Proactively resolved customer concerns and complaints, delivering exceptional service and ensuring high levels of customer loyalty

#### Marketing Intern

OOjEE

March 2021 - May 2021

- Created engaging and educational blog articles aimed at raising awareness about food waste prevention.
- Assisted in developing the brand's voice and messaging strategy to resonate with target audience personas.
- Conducted research to identify key trends and topics relevant to food waste reduction, informing content creation efforts.
- Contributed ideas and insights during team meetings and brainstorming sessions to drive innovation and continuous improvement in marketing initiatives.