



CONTACT

805-660-0271

sigicohen@icloud.com

sigicohen.net

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

EDUCATION

University of Miami

2020 - 2024

Obtained a Bachelor of Science degree in Creative Advertising with minors in Mandarin and Ecosystem Science and Policy. Maintained 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

Proficient in Mandarin

WORK EXPERIENCE

Marketing Specialist

Specialty Experts

August 2024 - Current

- Lead development and execution of email marketing campaigns to boost client engagement and drive qualified leads
- Create marketing materials—folders, banners, and collateral—for trade shows and client presentations
- Manage day-to-day production of digital content and establish foundational brand messaging across channels
- Monitor and analyze campaign performance to refine messaging and improve results over time

Creative Operations Assistant

Daniela Gozlan Inc

January 2025 - Current

- Manage scheduling, timelines, and day-of logistics for shoots and events
- Handle inboxes, confirmations, and all communications with clients and collaborators
- Ensure smooth coordination across teams and time-sensitive environments

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
- Contributed to content creation efforts across various channels, ensuring consistency in brand messaging and visual identity
- Evaluated industry trends and competitor activities to identify opportunities for differentiation and innovation within the beverage landscape

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 during meetings to drive innovation and continuous improvement in marketing initiatives.