



CONTACT

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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

Mandarin

WORK EXPERIENCE

Marketing Specialist

Specialty Experts

August 2024 - Current

- Developed and implemented email marketing campaigns to drive client engagement and generate leads.
- Designed professional marketing materials, including trade show folders and event banners to enhance brand visibility.
- Initiated and managed social media efforts, establishing a foundation for the company's online presence.
- Monitored and analyzed marketing performance, using insights to optimize content and improve campaign outcomes.
- Generated creative business ideas focused on making services more accessible and appealing to clients.

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
- Collaborated closely with cross-functional teams, including marketing, design, and sales, to align efforts and achieve overarching business objectives
- 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.