

SHOSHANA COHEN

Strategist

CONTACT

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www.shoshanaacohen.com

SKILLS

Deck Building

Brief Creation

Event Planning

Social Strategy

Public Speaking

Channel Strategy

Digital Ethnography

Experience Auditing

Focus Groups & IDIs

Internet Culture Expert

Conversational Japanese

TOOLS

ChatGPT

YouTube

Simmons

Talkwalker

Final Cut Pro

Google Ad Words

Google & Microsoft Suite

Major Social Media Sites

PASSIONS



EDUCATION

The Brandcenter at Virginia Commonwealth University

M.S. in Business, Brand Strategy Concentration, 2023

- Live clients: Fore Craft Cocktails, AXE Body Spray, UpWork, The Mom Complex

The George Washington University

B.B.A. in Marketing, Communications Minor, 2017

- Studied abroad at Sophia University, Tokyo

WORK EXPERIENCE

JellyBox Studios – Freelance Sponsorship Marketing

October 2023 – Present

An independent animation studio specializing in online content. Developed the outreach strategy and marketing materials to drive client sponsorship.

Universal Studios Destinations & Experiences – Experience Transformation Intern

May 2022 – August 2022, Orlando, Florida

Member of the Business Transformation Team that evolves guest experience through strategic planning and technology innovation. Conducted an experience audit of the mobile app, digital food and drink ordering process, and wait-time accuracy. Presented research to key stakeholders about new services that could generate revenue in the app.

Team Velocity – Account Coordinator

May 2020 – August 2021, Herndon, Virginia

A full-service digital platform, PR, and marketing agency for the automotive dealership industry. Managed over 40 dealerships with budgets up to \$1,000,000, owning campaign strategy, digital assets, radio and TV ads, and websites while maintaining brand advertising standards. Generated 80,000,000+ impressions, average 40% increase in new sales.

Impact XM – Account Coordinator

April 2018 – March 2020, Chantilly, Virginia

Experiential marketing agency focusing on trade shows and conferences. Developed and managed client booths at events with 10,000+ attendees and budgets exceeding \$800,000. Clients included Exxon Mobile, Nutanix, AT&T, PBS, and Airbus. Organized booth timeline, guests, and shipping.

Brotman | Winter | Fried – PR Intern

July 2017 – January 2018, McLean, Virginia

Sports, entertainment, and special-event public relations agency. Led 50-person volunteer team for the National Race to End Women's Cancer that raised \$120,000. PR for clients at CES 2018—arranged interviews, awards, and events.