

# JESSE COHEN

CD / ACD / senior copywriter

## CLIENTS

LifeScan  
Mars  
Johnson & Johnson  
Wendy's  
Pfizer  
Pond's  
People Magazine  
Valpak  
Stoli  
Beringer  
PNC  
Kraft  
Kellogg's  
Foot Locker  
Stoli  
NY Mets  
ABC News  
Bic  
Tropicana  
Colgate  
LG  
Sharp

## PERSONAL SKILLS

Social/UX  
Pharma speak  
Wordpress  
Radio script and direction

## EDUCATION

SUNY FREDONIA  
BA in advertising

## AWARDS

Promax & POPAI  
gold & silver Awards

## CONTACT

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## ABOUT

I have 20 plus years experience above, below and all around the line of advertising. I'm also well-versed with the "I need it yesterday" clients.

## WORK EXPERIENCE

*Full-time CD/ACD Consultant | January 2019 - Present*

- Head of new business and digital development at e9digital
- Create UX, digital and print for real estate/financial clients at Results
- Head of new business/social development at CareerMD

### SIMMER GROUP

*Creative Consultant | Dec 2018 - November 2019*

- Develop social campaigns for restaurants at Simmer

### INTEGER

*Sr. Copywriter | Sept 2012 - December 2018*

- Head writer on LifeScan HCP/patient accounts
- UX/social savvy
- Managed client expectations

### EVENTIVE MARKETING (part of Integer network)

*Sr. Copywriter | Jan 2013 - December 2018*

- Concepted and developed event elements
- Produced case study videos

### SAATCHI X

*Sr. Copywriter | June 2008 - Aug 2012*

- Totally immersed in QSR (Wendy's) world
- Co-supervisor of jr. creative teams

### ALCONE

*Freelance Copywriter | April 2007 - May 2008*

- Worked on beauty and spirit brand promotions

### G2

*Sr. Copywriter | March 2000 - May 2008*

- Extensive experience in radio & instore TV
- Concepted Kraft calendar initiatives.

### DELLA FEMINA/JEARY

*Jr. Copywriter | 1996 - 1999*

- Worked on Jerry's personal accounts
- Played doubles w/Jerry at picnic