

JESSE COHEN

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