DAVID COHEN

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CONTENT AND CREATIVE LEADER | DIGITAL VIDEO PROFESSIONAL | CHAMPION OF BRANDS

Award-winning director/producer, digital creative, and entrepreneur specializing in video production & post , design, content creation, creative ideation, and social marketing. Highly collaborative builder and leader of top-notch teams, skilled at growing relationships with senior client leaders. Proven experience producing compelling content and marketing communications. Known for strong creative problem solving & market-oriented strategic thinking, positive attitude, originality, leveraging cutting edge technology, music literacy, and ease in operating in high-volume and high-pressure environments.

CORE COMPETENCIES

Campaign Development | Video & Motion Graphics| Brand Identity & Design | Brand Management
Social Marketing | Vendor Management | Advertising | Corporate Communications | Visual Identity

CONSULTANT EXPERIENCE

Hyphen Digital, New York, NY 2019-Present
Consultant/Contract
Motion Design, Post Production
Concepting, executing motion and video for Pharmaceutical Advertising.

Estee Lauder, New York, NY 2019-Present
Consultant/Contract
UX Producer and Motion Designer, A.I. Machine Learning 360 Product Imaging Specialist
Producing, executing 360 Product Imaging for A.I. machine learning. Concepting, executing motion and video for UX.

CONSULTING 2002 – 2020
Key Projects:

- "Iconoclasts Series "*Sundance Channel* graphics package and show open – Lead Motionographer
- "CBS News" *CBS* Rebranding Open, Bumps, and Teases Package – Lead Motionographer
- "In the Motherhood" *Suave/Sprint* Co-Branded Content TV Series Pilot – Lead Editor

Key Clients:
Airtight Strategies, MTV Networks, Estee Lauder, Radical Media (Clients: Macy's & Tommy Hilfiger), Mind Share (Clients: Sprint & Suave), Concept Farm (Client: BNY Mellon), SciMed; Client (Clients: Wyeth, Merck, Amgen, GSW-W (Clients: Trident, Merck, Johnson & Johnson, Shire), Merrill Lynch, Campbell's Soup Inc., Covermaxx (Clients: Gillette & Major League Baseball), Pipeline (Clients: Time Warner & HBO), GEM Group (Client: GE - "Ecomagination" National Interactive Banner Ad Campaign), MTV Creative Services,
VH1 – Multiple Series, A&E – Multiple Series, Radical Media/Sundance: Series: Iconoclasts

STAFF EXPERIENCE

CODE JAM, LLC, Brooklyn, NY 2017 – Present
Partner, Creative Director, Associate Director of Marketing

- Co-founded and co-lead start-up dedicated to training students to code through music. Currently running brand and creative. Developed social marketing campaigns, and market positioning strategy.
- Designed & developed visual identity, brand guidelines and attributes, created all branding. Developed tone of voice.
- Co-wrote all messaging including the brand promise and mission statement, and developed and designed value proposition comprehension test.
- Created all promotional content and produced all promotional events, achieving full enrollment for first session and rapidly growing customer roster through targeted marketing efforts.

KPMG, New York, NY 2014 – 2017
Creative Lead & Brand Coach (2016 – 2017)
Integrated Producer (2015 – 2017)
Associate Director of Video (2014 – 2017)

- Directed all creative output, developed and shaped the strategic vision for content, built powerful teams for projects, and executed video products in line with strategic priorities.
  - Created, reviewed and approved initial treatments and storyboards for original content.
  - Produced, developed and executed original content for social and digital as well as narrow-cast platforms. Served as Senior Producer for all post-production and pre-production operations.

- Led all concepting, planning, and strategy initiatives for video campaigns.
- Created, animated, and edited motion graphic and live-action video products and content.
- Identified major pain-points in various processes and presented and implemented creative solutions.

- Collaborated with senior leadership and partners daily, building productive relationships.

Key Achievements:

- Elected group brand coach by the global marketing team with mission of developing, guiding and implementing best practices as part of brand activation in all channels.
- Re-branded, designed and managed the look and feel of three business groups' internal firm-wide communications.
- Won numerous awards recognizing creative excellence and execution of exceptional content.
- Increased viewership considerably over previous years (75%) and raised the visibility of senior leadership, stake-holders and influencers; raised substantial funds for initiatives. Assembled an effective team to create an emotional and beautiful video raising awareness for the 2015 Nepal earthquake effort, resulting in firm-wide fundraising of over $1M, as opposed to $10,000 in previous years for similar efforts.

THE CDM GROUP, New York, NY 2013 – 2014
Producer of Creative Services, Senior Animator, UX Animator, Editor

- Senior member of the Link9 integrated production team at Cline Davis and Mann. Produced engaging video in direct partnership with creative group directors and editorial leaders.
- Produced, animated, and edited innovative projects to tell original patient stories.

H+K STRATEGIES (*formerly known as Hill & Knowlton*) New York, NY 2011 – 2013
Vice President of Production, Director of Video Content (2011 – 2013), Integrated MarComms Producer (2012-2013)

- Created video department from the ground up: procured equipment, hired staff, and built a roster of production companies, production crews, sound and studio space vendors and resources.
- Developed and executed both live-action and motion graphics videos from pre-production to post-production, including: writing and pitching, approving initial treatments and storyboards, hiring film crews as required by production scale, and directing shoots.
- Worked closely with internal teams and senior leadership, stake-holders, and other thought leaders to develop and maintain productive relationships and understand their needs and business goals.
- Managed and developed strategic partnerships to grow client demand for new programming and products. Maintained a robust roster of external vendors.
- Oversaw budgetary and financial aspects of projects including P&L sheets, holding clients to agreed upon scopes of work, and tracking billable hours.
- Directed and over-saw voice sessions, color/finishing/on-line sessions and managed final finishing phases, reviews, and approvals processes.

Key Achievements:

- Increased creative output by over 75% during tenure and revenue for group by over 45% and earned recognition for creative excellence and execution of great content.
- Created a thought leadership video series that was successfully packaged and made sale-able.

HAVAS Health, New York, NY 2009 – 2011
UX Animator (2011)
Senior Video Editor, Motion Graphics Designer (2009 – 2010)

- Served as member of specialized team creating video content for pharmaceutical advertising and broadcast commercials.
- Designed and animated a variety of videos, including DTP and B2B, for delivery across platforms such as mobile, web, and broadcast, as well as proprietary delivery methods as part of a high-end specialized team creating video content for the pharmaceutical advertising and broadcast commercial industries.

EDUCATION

AMERICAN UNIVERSITY IN PARIS, Paris, France
Certificate in Digital Marketing. Studied film theory

WIDENER UNIVERSITY, Chester, PA
Bachelor of Arts, Communications
President's List, Founding Member, PGM International Communications Honors Society

ADDITIONAL INFORMATION

***Awards*:** Stevie Award – KFFL 2017 "Read to Succeed" PR Campaign, Telly Award – For New Series Creative – "KPMG Life", Telly Award – For Creative – "The Bright Idea, Innovation Challenge," Telly Award – Video Editing – "Special Report – Women's Leadership Summit at the LPGA," Applause/Ovation Award – Outstanding Leadership.

***Volunteerism*:** Taught 4th grade science students how to code and build robots based on the Lego EV3/Mindstorm platform at PS 10 School for Math and Science in Brooklyn, 2017 – present.