DAVID S. COHEN
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SUMMARY

Strategic marketing communicator, adept at building marketing strategies, executing creative projects and translating business goals into effective campaigns

KEY AREAS OF EXPERTISE

Advertising and Communications Strategy
Brand Management
Creative Direction for Web, Print, and Broadcast
Project Management and Team Leadership
Message Planning and Copywriting
Market Research and Analysis
Internal Communications
Content Marketing

PROVEN MARKETING COMMUNICATION EXPERIENCE

Director of Marketing, *Co1Marketing Directions, Atlanta, GA,* ***2019 - Present***

- Work with clients to research, write and execute their marketing plans and calendars.
- Work with Assured Comfort to grow their new client list by 6-10% year over year.
- Helped Jewish Educational Loan Fund increase applicants by 66%.
- Manage content including digital, print, outdoor, website, internal communications, social media, emails, press releases and direct mail.
- Work on different software to analyze and optimize campaigns based on data, increasing Marketing ROI by as much as 15%.

Associate Director – Creative/Messaging Strategy, *FOCUS Brands, Atlanta, GA,* ***2012 - 2019***

- Created strategies that gain a target market's attention and presented them to senior management for approvals.
- Managed the communications voice of multiple international, multi-channel snack brands including Carvel, Cinnabon, McAlister's Deli, and Auntie Anne's Pretzels.
- Led a team of creative marketers to execute a strategy that includes all broadcast, print, web, direct, social, and point-of-purchase efforts.
- Work with a team to produce regional meetings to gather key stakeholders.

Global Marketing Manager, *Crawford & Company, Atlanta, GA,* ***2009 – 2012***

- Developed a marketing strategy that differentiated Crawford's Broadspire division from their competition, doubling leads in just two years.
- Managed design, social media, and video agencies to create an integrated message.
- Produced all internal and external communications for Broadspire TPA, Broadspire Medical Management, and Risk Sciences Group (RSG) divisions including web sites, videos, sales collateral, blog entries, advertising, and newsletters.
- Launched RSG's new DMITRI product to much acclaim.
- Shaped all public relations including releases, blogs, award entries, and ghostwriting.

Associate Creative Director, *J. Walter Thompson, Atlanta, GA,* ***2004 – 2009***

- Created integrated advertising campaigns under challenging deadlines and budgets to grow the client's influence with their target audience.

- Was certified by the Direct Mail Association to run SCANA Energy's direct campaigns, hiring, and managing the design, production, and mail teams.

Associate Creative Director**, CRI, Atlanta, GA, **2001 – 2004

- Managed a team of four designers and a web developer to produce corporate, marketing, and employee communications for targeted audiences.
- Worked closely with C-level leaders to effectively translate complicated business tactics for their company, consumers and investors.

NON-PROFIT EXPERIENCE

Founder and Board Member**, Nutrition4Kids.com, Atlanta, GA, **2010 - 2020

Created an interactive site to provide resources for caretakers of children with special dietary needs.

- Planned and executed a robust site with videos, apps and hundreds of articles.
- Helped create a Nutrition Medical Conference to educate physicians and nutritionists.

President**, AdAction, Atlanta, GA, **2000-2006

Managed 20 volunteer marketing professionals to help Atlanta non-profits with their fundraising, communication and marketing needs.

- Managed 25+ volunteer professionals
- Created award-winning campaigns.
- Arranged for more than $500,000 in pro bono media.
- Raised more than $1,000,000 for medical research and underprivileged youths.

EDUCATION

Emory University, Atlanta, GA; Bachelor's Degree in English and Theater, 3.75 *magna cum laude*
Miami Ad School at Miami Dade College, Atlanta, GA; Masters Level Program in Advertising

PROFESSIONAL RECOGNITION

Georgia State University's Max Award for marketing
AMA Award for effective marketing
28 Addy Awards, Print Magazine Award, and One Show Merit Award
5 In-House Agency Federation Awards
Effie and Andy Awards for effective marketing
Published in CMYK, Print Magazine, One and Communication Arts Magazine
Won Atlanta Ad Club Young Professional Award
Taught at The Art Institute, The Portfolio Center, and Creative Circus from 2004-2010